

CONTENT CREATION · PROMPTS

30 Content Prompts From Real Client Questions

The best content answers the questions your clients already ask you. Those are the same questions people now ask ChatGPT, Gemini and Perplexity, and clear answers are what those tools quote.

How to use these prompts

Pick one prompt, fill in the brackets, and answer it the way you would for a client sitting in front of you. Use the same four-part shape every time:

- 1 **The answer, first.** One or two plain sentences that answer the question directly. This is the line AI tools are most likely to quote.
- 2 **The why.** Two or three sentences of context from your experience.
- 3 **The specifics.** Who it's right for, what to expect, how long, a price range if you share one.
- 4 **One next step.** Book, call, or read a related page.

Three rules keep it useful and safe:

- Say your city and your service by name. "At [Business] in [city], we..."
- Use real examples only. Never invent a client story or a result.
- Medical and dental practices: share general education, never guarantee results, and never use patient information without written consent.

The 30 prompts

Before they book

- 1 Is [service] right for me if I've never had it before?
- 2 What's the difference between [service] and [similar service]?
- 3 How do I know if I'm a good candidate for [service]?
- 4 What should I ask before choosing a [provider type] in [city]?
- 5 How far in advance should I book [service] before [event or season]?
- 6 What does a first visit at [Business] actually look like?

Cost and value

- 1 How much does [service] cost in [city], and what changes the price?
- 2 Why do prices for [service] vary so much between [business type]s?
- 3 Is a cheaper [service] ever worth it?
- 4 What's included when you pay for [service] at [Business]?
- 5 How often will I need [service], and what does that cost over a year?
- 6 Is [service] covered by insurance or financing? (If it applies to you.)

What to expect

- 1 How long does [service] take, start to finish?
- 2 What does [service] feel like?
- 3 What should I do the day before [service]?
- 4 What's the recovery or downtime after [service]?
- 5 When will I see results from [service]?
- 6 Who actually performs [service] at [Business], and what are their credentials?

Results and aftercare

- 1 How long do results from [service] last?
- 2 What can I do to make my results last longer?
- 3 What's normal after [service], and when should I call you?
- 4 What's one mistake people make after [service]?
- 5 How do you tailor [service] to each client?
- 6 What results can I realistically expect from [service]?

Choosing who to trust

- 1 What makes a great [provider type]? What to look for in [city]
- 2 Red flags to watch for when booking [service]
- 3 Why we [one thing you do differently] at [Business]
- 4 The question I wish every client asked before [service]
- 5 What [city] clients ask us most about [service]
- 6 Why [Business] focuses on [your specialty]

Work through one group per week and you'll have a month of content that also answers the questions AI is being asked about your service.

Turn one answer into five pieces

Write the full answer once, then cut it down. One prompt can fill a week.

Format	What to make	Length
Website FAQ	The answer and the why, word for word, on the matching service page	60 to 120 words
Short video	Say the answer to camera in the first 3 seconds, then the specifics	30 to 45 seconds
Carousel	Slide 1 the question, slides 2 to 5 the answer in steps, last slide the next step	6 slides
Google Business Profile post	The answer plus a booking link	2 to 3 sentences
Email or LinkedIn post	The full answer with one real example from your work	150 to 250 words

Put the FAQ version on your website first. AI tools cite web pages far more reliably than social captions, so the website is where an answer earns citations.

Want to know which of these questions AI is already answering with your competitors' names? Get the free [AI Visibility Snapshot](#).