Home Service AI Starter Toolkit

This toolkit provides AI prompt ideas you can use across your service business. Everything is practical and simple, built to help you save time and get more done.

Remember that [AI is a support tool](#), not a replacement for your judgment. Always review and edit responses before sending anything to customers.

How to use: copy the prompt that fits your situation, personalize the details, paste it into your AI tool (e.g., ChatGPT, Gemini, Jobber AI), and try it on your next job, customer reply, or planning session.

Getting Started: Train AI on Your Business

As [Phil Risher](#) says, AI works best when it understands how you run your business.
When you give it your rules, pricing, and policies upfront, it stops guessing and starts giving answers that match how you work. This one step makes every estimate, message, and plan more accurate.

Before using the prompts listed below, feed your AI tool real business details like:

- Basic business information
- What services you offer (and don't offer)
- Your pricing rules and minimums
- Your scheduling rules and policies
- FAQs that customers always ask

Save the snapshot somewhere you can reuse it (e.g., on a separate document), or set it up as a custom GPT/assistant if your AI tool supports it.

Business Snapshot Prompt:

You are my AI assistant for my home service business, a [describe your business (e.g., residential landscaping company)].

Here's my business snapshot:

- Company: [Your Company Name (e.g., GreenLine Lawn Care)]
- Services we offer: [Included services (e.g., lawn maintenance)]
- Services we don't offer: [Excluded services (e.g., tree removal)]
- Minimum job size: [$ amount (e.g., $250 minimum per visit)]
- Service area: [Cities/regions (e.g., Austin + surrounding suburbs within 20 miles)]
- Service hours: [Operating hours (e.g., Monday–Friday, 8 am–5 pm)]
- Scheduling rules: [Booking rules/policies (e.g., no same-day service)]
- Pricing basics: [Pricing rules/policies (e.g., flat-rate jobs based on yard size and scope of work)]
- Business tone: [Tone you use (e.g., friendly, clear, professional)]

Confirm you understand this. Then ask me the 10 most important questions you need to give better estimates, marketing, and hiring help.

Pro Tip: Use Jobber AI and ask questions about your business—from how to grow to how to run more efficiently—and get clear, practical recommendations. It uses what it knows about your business, along with proven insights from other home service companies, to help you spot opportunities and make confident decisions.

1) Send Estimates Faster

Writing estimates can eat up your week. With AI, you can turn photos, notes, or quick descriptions into clean estimate ranges—without skipping important details.

When to use:

- A new estimate request comes in
- You want to send a ballpark range quickly
- You're pricing off photos or descriptions
- You want 24-hour estimate turnarounds

Who this helps: Owner, sales rep, CSR, office admin

Estimate Builder Prompt:

Act like a home service estimator for my business. Your job is to follow my business rules and help me make smart pricing decisions.

Estimate details:

- We do/don't do one-off jobs: [Yes/No + outline rules (e.g., Yes, if over $300)]
- Minimum job size: [$ amount (e.g., $250 minimum per visit)]
- Typical labor rate: [$ amount/hour (e.g., $75/hour)]
- Typical material markup: [% (e.g., 20% on mulch and plants)]
- Typical overhead costs: [Costs to include (e.g., dump fees)]
- Common add-ons: [Add-ons (e.g. debris hauling)]
- Pricing notes: [Anything unique (e.g., higher pricing for steep slopes or heavy overgrowth)]

Customer request:

- Service needed: [Describe what they want done (e.g., spring cleanup and mulch refresh)]
- Location type: [Describe where the service will be done (e.g., single-family home)]
- Photos/notes: [Paste details/attach images]
- Timeline: [Describe when they want the service done (e.g., within the next 2 weeks)]

Output I want:

- A quote range (low–high)
- What's included
- What could change the price
- 3 follow-up questions to confirm before finalizing
- A short message I can send to the customer using my business tone

Pro Tip: [Create estimates directly in Jobber](#), then use Jobber AI to draft and send clear follow-ups so you can respond faster, stay professional, and keep estimates moving without extra back-and-forth.

2) Marketing Content That Sounds Like You

Marketing is easier when it starts with real customer questions. AI can turn the exact words your customers use into helpful blogs, posts, and emails—without sounding salesy or made up.

When to use:

- You want social posts that sound like your team
- You want blog posts built from real customer questions
- You want content that actually helps people

Who this helps: Owner, marketing, office admin

Marketing Prompt:

You are a content marketer and editor for my home service company. Your job is to keep marketing content simple, clear, and helpful.

Here is real customer language (call transcript/email/text):

[Paste transcript from customer interaction (e.g., "How often should I mulch my garden beds?")]

Turn it into:

- 1 short blog post (600–900 words)
- 3 social posts
- 5 FAQs with answers (simple, direct)
- 1 email campaign (e.g., newsletter)
- A short "what it costs" section (give a range + what affects price)

Rules:

- Keep it [your tone (e.g., friendly and straightforward)]
- Use the same words our customers use
- Do not overpromise anything
- End with a clear next step (e.g., request a quote, send photos)

Pro Tip: Use Jobber AI to create email campaigns from real customer questions, including subject lines and calls to action—so your emails stay helpful and on-brand.

3) Hiring Made Easier

Hiring can feel overwhelming, especially when you're already busy running jobs. AI helps you think through the role, write a clear job post, and stay consistent in interviews. It keeps you focused on finding the right fit instead of rushing a hire.

When to use:

- You're hiring a role you've never hired before
- You need to move fast
- You want consistency across interviews

Who this helps: Owner, ops manager, HR

Hiring + Interview Prompt:

Act like an experienced home service recruiter for my business. Your job is to help me hire and interview the right candidates.

Background information:

- We're hiring a [Role (e.g., junior crew lead)].
- Our team size is [# of employees (e.g., 5 field staff)].
- We want someone who can: [Outline top 3 outcomes (e.g., "run daily mowing," "handle basic shrub trimming," "communicate clearly with homeowners")].
- Our customers are typically: [Customer type (e.g., residential homeowners)].
- Pay range: [$ range (e.g., $22–28/hour) OR "help me choose"]

Create:

- A job description that attracts the right person
- A pay range recommendation based on our market
- 10 interview questions
- The best answers to listen for (bullet points)
- 5 red flags to watch for

4) Coaching Better Sales Calls

It's hard to know what to coach without guessing. AI lets you use real call transcripts to see what's working, what's not, and where deals fall apart. You get clear feedback and better scripts without micromanaging your team.

When to use:

- A call didn't convert
- You want consistent callbacks
- You're [training new sales reps](#) and/or CSRs
- You want tighter scripts without sounding scripted

Who this helps: Owner, sales rep, CSR

Sales Coaching Prompt:

You are a sales coach for my home service company. Your job is to coach my sales reps and CSRs.

Here's a transcript of a customer call:

[Paste transcript from customer interaction (e.g., a price objection for a front yard landscaping job)]

Please give me:

- A simple score (1–10) for: tone, clarity, confidence, next steps
- What the sales rep/CSR did well (3 bullets)
- What to improve (3 bullets)
- A rewritten "best version" of the rep's key responses
- 3 follow-up questions we should ask next time
- A short coaching note I can send to the rep

Pro Tip: Missed calls mean missed jobs. [Jobber Receptionist](#) does the heavy lifting for you—answering calls, logging messages, and booking jobs while you're on-site.

5) Numbers You Can Actually Understand

If [your numbers](#) feel confusing, AI can translate them into plain English and help you spot what to fix first.

∗Always double-check the output and review everything with your accountant or financial advisor before making decisions.

When to use:

- Month-end numbers come in
- You're trying to grow but feel stuck
- You want to know what to fix first

Who this helps: Owner, ops manager, accountant

Business Numbers Prompt:

Prompt:

Act like a practical financial coach for my home service company. Your job is to make my numbers easy to understand so I can make better decisions.

Goal: I want to [describe your goal (e.g., improve profit during peak season)]

Here are my numbers for [time period (e.g., last month)]

- Revenue: [$ amount (e.g., $38,000)]
- Expenses: [$ amount (e.g., $12,000)]
- Payroll: [$ amount (e.g., $17,000)]
- Marketing spend: [$ amount (e.g., $2,000)]
- Number of leads: [# (e.g., 82)]
- Number of estimates: [# (e.g., 47)]
- Number of jobs won: [# (e.g., 35)]
- Average job size: [$ amount (e.g., $1,200)]
- Notes: [List anything important (e.g., rain delays reduced weekly maintenance jobs)]

Please tell me:

- What looks healthy
- What looks risky
- The top 3 things to fix first
- The top 3 questions I should answer next
- A simple plan for next month (5 bullets)