

AI PROMPT LIBRARY FOR APPLIANCE SERVICE BUSINESSES

50+ Tested Prompts – ABSF Pillar 3: Controlled Automation – JourneyToCEO.com

Copy. Paste.

Customize.

Done.

How to use this library: Copy any prompt into ChatGPT (chatgpt.com) or Claude (claude.ai). Replace text in [BRACKETS] with your business information. Each prompt has been designed specifically for appliance service businesses — not generic trades language. The more detail you provide in the brackets, the better the output.

SECTION 1 — CUSTOMER COMMUNICATION (8 Prompts)

1.1 Appointment Confirmation Text P1

Write a friendly appointment confirmation text message for a customer who booked an appliance repair. The job is [APPLIANCE TYPE, e.g. Samsung refrigerator not cooling]. The appointment is [DATE] between [TIME WINDOW]. The technician's name is [TECH NAME]. Our company is [COMPANY NAME]. Keep it under 160 characters if possible. Friendly, professional, no emojis.

↳ *Result: Text under 160 chars with tech name, appointment window, and a 'reply STOP to cancel' option.*

1.2 Diagnosis Explanation Email P1

Write a customer-friendly email explaining an appliance repair diagnosis. The appliance is a [BRAND + MODEL] [APPLIANCE TYPE]. The problem is [TECHNICAL DIAGNOSIS, e.g. failed start relay on compressor]. The repair cost is \$[AMOUNT] including [PARTS] and labor. Our labor rate is \$[RATE]/hr. Use plain language a non-technical homeowner will understand. Explain what failed, why it failed, what we'll fix, and what happens if they choose not to repair.

↳ *Result: A clear, empathetic explanation that builds trust and helps customers say yes.*

1.3 Overdue Invoice Reminder (Professional/Firm) P1

You are the office manager at [COMPANY NAME], an appliance repair service company. Write a firm but professional email to a customer whose invoice for \$[AMOUNT] for [APPLIANCE REPAIR TYPE] completed on [DATE] is now [X] days overdue. The original payment terms were [PAYMENT TERMS]. Request immediate payment. Include a clear call to action. Do not be aggressive but make it clear payment is expected now.

1.4 Parts Delay Notification P3

Write a short, professional message to a customer letting them know their appliance repair has been delayed because a part is on backorder. The appliance is a [BRAND APPLIANCE TYPE]. The part needed is [PART NAME/NUMBER if known]. The expected wait time is [TIMEFRAME]. Apologize for the delay, explain what we're doing to source the part faster, and give them options if they want to proceed differently.

1.5 Google Review Request (Post-Service) P3

Write 3 different versions of a text message asking a customer to leave a Google review after we completed their appliance repair. Keep each under 100 words. Make them feel appreciated, not pushed. Include a placeholder for our Google review link [GOOGLE LINK]. Vary the tone slightly across the 3 versions: one warm/grateful, one direct/efficient, one mentioning the specific appliance we fixed for personalization.

1.6 Declined Repair Follow-Up P1

Write a follow-up email to a customer who declined the repair estimate for their [APPLIANCE TYPE]. Express that we understand their decision, remind them the diagnostic fee covered our assessment. Mention that if they change their mind within [X days], we'll honor the same quote. Include a soft mention of our maintenance plan as an alternative way to prevent future breakdowns. Keep it friendly and leave the door open.

1.7 Seasonal Maintenance Reminder P3

Write an email blast for our [COMPANY NAME] customer list reminding homeowners to schedule appliance maintenance before [SEASON]. Focus on [APPLIANCES MOST RELEVANT TO SEASON, e.g. refrigerators before summer, washers/dryers before back-to-school]. Explain 2-3 specific maintenance benefits. Include a clear call to action to book online or call us. Keep it under 200 words. Conversational, not salesy.

1.8 Service Refusal / Unsafe Conditions Letter P1

Write a professional letter to a customer explaining that we were unable to complete their appliance repair today due to [SAFETY REASON, e.g. no proper electrical grounding, gas line concern, appliance in structurally unsafe location]. Explain the specific safety concern clearly. Provide a list of what they need to address before we can return. Offer to reschedule once conditions are corrected. Tone: firm, helpful, never accusatory.

SECTION 2 — TECHNICIAN TRAINING MATERIALS (7 Prompts)

2.1 SOP First Draft (Any Process) P1

You are an appliance service operations expert. Write a detailed step-by-step standard operating procedure (SOP) for [PROCESS NAME, e.g. 'diagnosing a refrigerator that is not cooling']. The audience is a trained appliance technician. Include: (1) Objective, (2) Tools Required, (3) Step-by-step procedure in numbered order, (4) What documentation to complete, (5) Common mistakes to avoid. Write in plain, direct language.

2.2 Appliance Failure Mode Explainer for New Techs P4

Explain the top 5 most common failure modes for a [APPLIANCE TYPE, e.g. front-load washing machine] in plain language that a first-year appliance technician can understand. For each failure mode include: (1) What causes it, (2) Key symptoms the customer will describe, (3) How to diagnose it, (4) How to fix it, (5) Parts commonly replaced. Format as a training guide, not a manual.

2.3 Role Play Script for Customer Communication Training P4

Create a realistic customer interaction role-play script for training appliance service technicians. Scenario: A technician arrives to repair a [APPLIANCE TYPE]. The customer is [PERSONALITY TYPE, e.g. skeptical/price-sensitive/frustrated]. The diagnosis reveals [REPAIR TYPE] costing approximately \$[AMOUNT]. Write both the customer lines and the ideal technician responses. Highlight where the technician might lose the job vs. win it.

2.4 Performance Improvement Plan (PIP) Draft P4

Write a professional performance improvement plan (PIP) for a technician named [NAME] at [COMPANY NAME]. The performance issues are: [LIST SPECIFIC ISSUES, e.g. callback rate above 15%, incomplete job documentation, customer complaints]. The PIP should cover a [X week/month] period. Include: specific measurable improvement targets, weekly check-in schedule, support being provided, and consequences if targets are not met. Tone: firm, fair, constructive.

2.5 Job Description for Appliance Technician P4

Write a detailed job description for a [LEVEL: entry-level / experienced / lead] appliance service technician position at [COMPANY NAME] based in [CITY, STATE]. Our company values are [VALUES]. We service [APPLIANCE TYPES]. Include: role summary, day-to-day responsibilities, required skills and certifications, physical requirements, pay range \$[MIN]-\$[MAX], benefits, and a compelling reason why someone would want to work here rather than a competitor.

2.6 Training Module Outline P4

Create a structured training module outline for teaching [SKILL, e.g. 'refrigerator sealed system diagnosis'] to appliance technicians with 6-12 months of experience. The training should take approximately [X hours]. Include: learning objectives, prerequisite knowledge required, module sections with time estimates, hands-on practice activities, knowledge check questions, and a final assessment structure. Format for use as a training agenda.

2.7 Interview Questions for Technician Candidates P4

Create 15 interview questions for hiring an appliance service technician at [COMPANY NAME]. Mix these types: (5) Technical knowledge questions specific to appliance repair, (5) Behavioral questions using the STAR format, (3) Situational questions about customer interaction, (2) Culture fit questions. For each question, provide a brief note on what a strong answer looks like. We value [COMPANY VALUES].

SECTION 3 — BUSINESS OPERATIONS & MANAGEMENT (10 Prompts)

3.1 Weekly KPI Summary Email to Team P2

Write a weekly KPI update email template for an appliance service business owner to send to their team every Monday morning. Include sections for: last week's results vs. targets, top performer shoutout, biggest challenge from last week + how we addressed it, focus for this week, and a motivational close. The KPIs to reference are: [JOBS COMPLETED], [REVENUE], [FIRST-CALL COMPLETION %], [CALLBACKS]. Keep it under 300 words.

3.2 Vendor Negotiation Email (Parts Supplier) P3

Write a professional email to our primary parts supplier [SUPPLIER NAME] requesting better pricing terms. We have been a customer for [X years] and our average monthly parts spend is \$[AMOUNT]. We are seeking a [X%] discount on [PART CATEGORY] or improved payment terms of [NET X]. We are willing to commit to [MINIMUM ORDER COMMITMENT] in exchange. Keep it professional and collaborative — we want to maintain the relationship.

3.3 Company Values Statement P4

Write a company values statement for [COMPANY NAME], an appliance service company based in [CITY, STATE]. We have [X] technicians and serve [SERVICE AREA]. Our owner started as a technician and believes in [KEY BELIEFS, e.g. treating every customer's home like our own, training our team to excel]. Write 4-5 core values with a 2-sentence description of what each means in practice at our company. Use direct, human language, not corporate jargon.

3.4 Service Area Google Business Profile Post P3

Write 4 different Google Business Profile posts for [COMPANY NAME], an appliance repair company in [CITY, STATE]. One post per appliance category we specialize in: [LIST 4 APPLIANCES]. Each post should be 100-150 words, mention a common problem we solve for that appliance, include our service guarantee, and end with a call to action. Write in a helpful, friendly tone — not salesy.

3.5 Respond to a Negative Google Review P3

Write a professional, empathetic response to this negative Google review of [COMPANY NAME]: '[PASTE THE REVIEW HERE]'. The response should: acknowledge the customer's concern without admitting fault, offer to make it right offline with contact information, explain what we typically do in this situation, and avoid being defensive. Keep it under 100 words. We want to show other readers we take service seriously.

3.6 Service Agreement / Maintenance Plan Description P2

Write the copy for a residential appliance maintenance plan offered by [COMPANY NAME]. The plan costs \$[PRICE] per [month/year] and includes [LIST INCLUSIONS, e.g. annual cleaning of refrigerator coils, dryer vent cleaning, washer drum cleaning, priority scheduling, 10% discount on repairs]. Write this as both a short pitch (50 words for a text message) and a full description (200 words for a website or brochure).
Emphasize peace of mind and cost savings.

3.7 Warranty Dispute Letter to Manufacturer P1

Write a professional letter on behalf of [COMPANY NAME] to [MANUFACTURER NAME] disputing the denial of a warranty claim. The appliance is a [BRAND + MODEL]. The repair was [REPAIR DESCRIPTION]. The manufacturer's reason for denial was [DENIAL REASON]. Include: a clear statement of the coverage we believe applies, documentation we have available (photos, work order, diagnostic notes), and a request for reconsideration within [X business days]. Firm but professional tone.

3.8 Employee Recognition Announcement P4

Write a short team announcement recognizing [EMPLOYEE NAME] for [ACHIEVEMENT, e.g. highest first-call completion rate this month, 100 jobs completed, earning their [CERTIFICATION]]. The announcement will be shared in our team group chat. Make it feel genuine, celebratory, and specific. Mention how their achievement contributes to our team's goals. Keep it under 100 words. Our company culture is [DESCRIBE CULTURE, e.g. hard-working but family-oriented].

3.9 Smart Home Appliance Explanation for Customers P3

Write a short explanation to give a homeowner who has a [SMART APPLIANCE TYPE, e.g. Samsung SmartThings refrigerator, LG ThinQ washer] that we just repaired. Explain: what the smart features do, how to reconnect it to their home WiFi after our repair, how they can use the app to monitor the appliance, and what error codes they should call us about immediately. Write in simple, friendly language for a non-technical audience.

3.10 Business Acquisition / Sale Description (Confidential) P2

Write a confidential business summary for the potential sale or acquisition of [COMPANY NAME], an appliance service company based in [CITY, STATE]. Key facts: founded [YEAR], [X] technicians, annual revenue approximately \$[REVENUE], serving [SERVICE AREA], primary software is [SOFTWARE], [X]% of revenue from warranty work vs [Y]% cash. Describe the business strengths, growth opportunities, and what makes it attractive to a buyer. Professional, confidential tone.

SECTION 4 — SOCIAL MEDIA & MARKETING (8 Prompts)

4.1 Facebook Post (Before/After Job) P3

Write a Facebook post for [COMPANY NAME] about a recent appliance repair. The appliance was a [BRAND + TYPE, e.g. GE Profile dishwasher]. The problem was [DESCRIBE IN CUSTOMER-FRIENDLY LANGUAGE]. The fix was [SIMPLE DESCRIPTION OF REPAIR]. Include: 1-2 sentences about the customer experience (no name), the tech who did it [TECH NAME optional], a tip homeowners can use, and a call to action. Use a conversational voice, no technical jargon. Include a placeholder for a before/after photo.

4.2 LinkedIn Post (Thought Leadership) P3

Write a LinkedIn post for [YOUR NAME], owner of [COMPANY NAME], a [X]-technician appliance service company in [STATE]. The topic is: [TOPIC, e.g. 'why the appliance repair industry needs a structured training system' or 'what 9 years of running an appliance business taught me about KPIs']. Write in first person. Share a real insight, challenge, or lesson learned. Connect it to the trades industry broadly. 200-300 words. Professional but human — not a press release.

4.3 Nextdoor / Community Forum Post P3

Write a Nextdoor community post for [COMPANY NAME] announcing that we serve [NEIGHBORHOOD/AREA]. We specialize in [APPLIANCE TYPES]. Mention our Google rating of [RATING] and [NUMBER] reviews. Offer a first-time neighbor discount of [DISCOUNT]. Keep it helpful and community-focused — not a hard sell. Under 150 words. Warm, local voice.

4.4 Referral Program Announcement P2

Write a short announcement for [COMPANY NAME]'s new customer referral program. For every customer who refers a new client who books a service, the referring customer gets [REWARD, e.g. \$25 off next service / free dryer vent cleaning]. Write: (1) A text message version under 120 characters, (2) A full email version under 200 words, (3) A social media caption under 100 words. All three should make the offer clear and easy to act on.

4.5 Appliance Tip of the Week (Content Series) P3

Create a 4-week content series of appliance maintenance tips for [COMPANY NAME]'s social media. For each week, provide: (1) A headline, (2) A 2-3 sentence tip homeowners can act on today, (3) A question to drive engagement in comments. Week 1: Refrigerators. Week 2: Washers. Week 3: Dryers. Week 4: Dishwashers. Keep the tone helpful, not promotional. We want to be the local expert, not just another ad.

4.6 Email Newsletter (Monthly) P3

Write a monthly email newsletter for [COMPANY NAME] appliance service customers. Include: (1) A personal note from the owner (3-4 sentences, first person), (2) One appliance tip for the season ([MONTH/SEASON]), (3) A customer spotlight or technician feature (placeholder), (4) A special offer or announcement, (5) A reminder about our Google review program. Total length: 300-400 words. Warm, trustworthy, community-oriented voice.

4.7 Video Script (60-Second Educational Reel) P3

Write a 60-second video script for [YOUR NAME] of [COMPANY NAME] explaining [TOPIC, e.g. 'why your refrigerator is not cold even though it's running']. Format: Hook (5 sec), Problem explanation (15 sec), What homeowners can check themselves (20 sec), When to call a professional (15 sec), Call to action (5 sec).

Write it to be spoken conversationally on camera. No technical jargon. Ends with: 'Follow [COMPANY NAME] for more appliance tips.'

4.8 Yelp/Google Response to Positive Review P3

Write 5 different responses to a positive customer review of [COMPANY NAME]. The review says: '[PASTE REVIEW]'. Each response should: thank the customer genuinely, mention the specific appliance or service they referenced, reflect our company values, and invite them back for future needs. Vary the responses in length and warmth. Do not use the same opening phrase twice. All responses under 75 words.

QUICK REFERENCE: 10 POWER PROMPTS — COPY & USE TODAY

These prompts are designed to be used immediately with minimal customization:

#	Power Prompt (copy and customize the text in brackets)
P1	"Write a 3-step technician script for explaining a repair estimate to a homeowner who says 'that seems expensive.' Appliance: [TYPE]. Repair cost: \$[AMOUNT]. Script should address the value of professional repair vs replacement."
P2	"Create a weekly standup meeting agenda for a 5-person appliance service team. The meeting should cover last week KPIs, today's schedule, any open parts orders, and one team improvement topic. Keep it to 15 minutes total."
P3	"Write 5 subject lines for a customer re-engagement email to homeowners who used our appliance repair service [6-12] months ago but haven't booked again. The emails promote our [SEASON] maintenance special."
P4	"List the top 10 questions a new appliance technician should be able to answer after their first 30 days of training. For each question, write a one-sentence answer they should know by heart."
P5	"Write a company policy on phone use during service calls for our employee handbook. We want technicians present with customers, not on personal phones. Tone: clear and firm, but not punitive."
P6	"Create a simple 10-point new technician orientation checklist for Day 1. Include: safety training, software login, van inventory, uniform, customer communication standards, and how to handle their first callback if it happens."
P7	"Write a talking points guide for our dispatcher to use when a customer calls angry about a delay or callback. Include 5 exact phrases to de-escalate, 3 things never to say, and how to offer a solution that satisfies the customer without giving away free labor."

P8	"Draft 3 different out-of-office auto-reply messages for [COMPANY NAME] for after-hours calls. Each should: acknowledge we're unavailable, set a clear callback expectation [TIMEFRAME], offer our online booking link [URL], and give an emergency contact for urgent situations."
P9	"Write a one-page parts ordering SOP for our office team. We use [SOFTWARE] for job management. Parts are ordered from [VENDOR NAMES]. Include: how to identify part numbers, how to place an order, how to track delivery, and how to update the job in software when parts arrive."
P10	"Create a customer FAQ sheet for [COMPANY NAME] covering the 10 most common questions homeowners ask about appliance repair. Include: how to know if repair is worth it vs replacement, typical repair costs by appliance type, warranty questions, and what to do if the same issue recurs."

ABSF Pillar 3: Controlled Automation – AI amplifies great operators. It doesn't replace them.

Developed by Wilmer Toro – Appliance GrandMasters – ASTI 2024–2026 | JourneyToCEO.com