VETERINARY MARKETING · FREE RESOURCE

AI Prompt Library for Veterinary Clinics

Ready-to-use prompts for ChatGPT, Claude, and other AI tools · Appendix C

STEP 1

Your Practice Context Prompt

Fill in the [brackets] once, save it, and paste it at the start of every new AI conversation before using any prompt below.

Before we begin, I want to give you some background about my veterinary practice so that everything you write for me is accurate, on-brand, and specific to us.

Practice name: [Practice Name]
Location: [City, State]
Years in business: [X years]
Number of doctors: [X]
Number of staff: [X]

Species and services we specialize in: [e.g., small animal — dogs and cats; exotic pets including rabbits, reptiles, and birds; equine and farm animal medicine; fear-free handling; urgent and same-day sick visits; dental care; laser therapy; etc.]

Our ideal clients are: [describe your ideal client — e.g., dog and cat owners in our suburban community who value relationship-based medicine, follow care recommendations, and want a practice they can trust for life.]

What makes us different from other practices in our area: [e.g., we offer same-day sick visits, we are a fear-free certified practice, we have two exotic-trained doctors on staff, etc.]

Our tone of voice is: warm, approachable, and trustworthy. We speak to clients like intelligent adults who love their animals — not down to them. We avoid medical jargon whenever possible.

Our community: [Describe your community — e.g., we serve a suburban community of approximately 80,000 people in the greater [City] area. We sponsor the local shelter and many of our clients have been with us for over a decade.]

Please use this information as the foundation for everything you write for me today. Always write in our voice, always keep our ideal client in mind, and always make content feel like it came from us — not from a generic veterinary practice.

BEFORE YOU START

Quick Tips

- Paste your Practice Context Prompt at the start of every new AI session — AI tools don't remember previous conversations. With paid accounts, simply remind the AI to use the practice prompt you've already agreed on.
- Always review and personalize AI output before publishing or sending.
- Not quite right? Say "Try again, but make it warmer" or "Make it shorter."
- Want honest feedback instead of agreement? Ask: "Give me your honest, unbiased opinion on this — including any weaknesses."
- Check the box beside each prompt once your team has tried it.

SECTION 1

Google Business Profile

☐ Business Description

Write a Google Business Profile description for [Practice Name] in [City, State]. We offer [list key services]. We have been serving the community for [X] years and are known for [key differentiator]. Keep it under 750 characters, include our city name naturally, and end with an invitation to call or book online.

☐ Google Update — Service Promotion

A Google Update is a short post that appears on your Google Business Profile in Search and Maps.

Write a Google Business Profile update promoting our [service — e.g., dental cleaning month, senior wellness exam] at [Practice Name] in [City]. Keep it under 150 words. Use a warm, friendly tone. End with a clear call to action — call us or book online.

☐ Google Update — Team Highlight

Write a warm, conversational Google Business Profile update introducing [team member name], [their role] at [Practice Name]. Include [one or two details about them]. Keep it under 100 words and end with a welcoming line for new clients.

☐ Response to a Positive Review

Write a warm, genuine response to this five-star Google review for [Practice Name]: “[paste review text here].” Keep it under 75 words. Thank the client by first name if mentioned. Reference their pet or the specific service if mentioned. Do not sound scripted or generic.

☐ Response to a Negative Review

Write a professional, calm response to this negative Google review for [Practice Name]: “[paste review text here].” Acknowledge their concern without admitting fault or revealing any client details. Keep it under 75 words. Stay warm and professional. Invite them to contact us directly to resolve the situation.

SECTION 2

Website Copy

☐ Homepage Headline

Write three homepage headline options for a veterinary clinic called [Practice Name] in [City, State]. We specialize in [specialty]. Our tone is warm, approachable, and trustworthy. Each headline should be one sentence and speak directly to a pet owner’s desire for compassionate, high-quality care.

☐ About Us Page

Write an About Us page for [Practice Name] in [City, State]. We have been serving the community for [X] years. Our team includes [number] doctors and [number] staff. Our philosophy is [brief description]. Write in a warm, human tone that helps pet owners feel they are choosing a practice that genuinely cares about them and their animals.

☐ FAQ Section

Use at the bottom of any service page — it helps pet owners and AI search tools understand your services.

Write five frequently asked questions and answers for the [service] page of a veterinary clinic website. The questions should reflect what a worried or first-time pet owner would actually ask. Keep answers brief, clear, and reassuring. Avoid medical jargon. The practice is called [Practice Name] and is located in [City, State].

SECTION 3

Social Media

☐ Educational Post — General

Write a social media post for [Practice Name] in [City] explaining [topic — e.g., why annual dental cleanings matter, signs your cat is in pain]. Write it for Facebook and Instagram. Keep it under 150 words, use plain language a non-medical person would understand, and end with a question or call to action that encourages engagement.

☐ Behind-the-Scenes Post

Write a warm, conversational social media caption for a behind-the-scenes photo at [Practice Name]. The photo shows [describe the photo — e.g., our team celebrating a patient's recovery, our front desk team laughing together]. Keep it under 100 words. Make it feel real and human — not like an ad.

☐ Patient Success Story

Use with a photo, or as the caption under a short client video testimonial.

Write a social media post sharing a patient success story for [Practice Name]. Here's what happened: [describe in your own words what the pet came in for and how it turned out — e.g., "A dog named Max came in unable to walk on his back leg. After surgery and a few weeks of recovery, he's back to running at the park."]. Write it in a warm, storytelling tone. Keep it under 150 words. End with a line that invites pet owners to trust us with their animals.

☐ Seasonal or Holiday Post

Write a fun, warm social media post for [Practice Name] for [holiday or season — e.g., the start of summer, National Dog Day]. Include a brief pet health tip related to that time of year. Keep it under 100 words and end with a light call to action.

☐ Reels or Short Video Script

Write a 30-second script for a veterinary clinic reel or short video for [Practice Name]. The topic is [e.g., what to expect at your puppy's first visit, how we handle anxious cats]. The doctor or team member will speak directly to camera. Keep the tone warm, conversational, and simple. No medical jargon. End with a clear call to action.

SECTION 4

Email & Client Communication

☐ New Client Welcome Email

Write a welcome email for a new client at [Practice Name] in [City]. They just brought in their [species] for the first time. Thank them for choosing us. Briefly introduce what to expect from our practice. Include our hours, phone number, and website. Keep the tone warm and personal — under 200 words.

☐ Appointment Reminder

Write a friendly appointment reminder text message for [Practice Name]. The client's name is [Name] and their pet's name is [Pet Name]. Their appointment is on [date] at [time]. Keep it under 60 words. Include a line asking them to call if they need to reschedule.

☐ Post-Visit Follow-Up

Write a follow-up text message from [Practice Name] to check in on a patient named [pet name] who visited yesterday for [service or reason]. Keep it warm, brief, and genuine — under 50 words.

☐ Re-Engagement Email — Lapsed Client

Write a re-engagement email for [Practice Name] to a client who hasn't visited in over 18 months. Their pet's name is [pet name]. Don't make them feel guilty. Remind them we're here, mention that [pet name] may be due for a wellness check, and make it easy to book. Keep it warm and under 150 words.