

## FRASE AI TEMPLATE BLUEPRINT

# WRITE FOR LOCAL (SERVICE)

*In this blueprint, you'll learn how to use both the FREE and Pro versions of this template, and how this template might fit into your workflow. The next few pages include some sample input and output for the template. Be very careful with your input. Study the following examples and analyze them carefully. Why? So you can achieve better results. In more than 95% of cases, people who get poor output after 3 generations had poor input. That's why it's critical to fully understand what type of input a template expects before you start using it. Join the [Frase Facebook group](#) if you have questions or are struggling.*

**[RANKINGTACTICS.COM](https://RankingTactics.com)**

# INSTRUCTIONS AND WORKFLOW SUGGESTIONS

The Frase AI template "Write for Local (Service)" is designed to write copy for a local business about a particular service the business offers. While the template does have a lot of input variables to fill out, the results are fantastic! Please review the examples on the next pages for a blueprint on how to use the template and the expected output.

Also note that this template is very similar to the "Write for Local (Pain and Solution)" template, except that the "Write for Local (Pain and Solution)" template focuses on discussing a pain point that this business overcomes, whereas this template focuses on discussing a service that this business provides.

What are the use cases? This template is perfect for writing copy for local businesses. My guess is that many agencies and website developers will use this template to enhance their services. Using the copy this template generates, you should be able to make money fairly easily.

*Matt Zimmerman*

RankingTactics Founder & CEO



# 2

## RESOURCES TO HELP YOU

The following resources will help you in your content generation workflow while using Frase.

Need Frase? Use code "rankingtactics" and our affiliate [link](#) for a great deal.

### Frase Beginner to Master Course

Includes more than 8 hours of expert training on using Frase from an SEO perspective, creating your own AI template, and a heck of a lot more!

[www.rankingtactics.com/frase-course](http://www.rankingtactics.com/frase-course)

### Frase Pro Templates

Virtually all of my templates have a free and pro version. The free version is found in the Frase community template section. But if you want the best possible output, then get the pro template.

[www.rankingtactics.com/frase-pro-templates](http://www.rankingtactics.com/frase-pro-templates)



# WRITE FOR LOCAL (SERVICE): EXAMPLE 1

*Test Method: Here's an example of what the template expects to see as input, and what it generates as output. For each template, the AI generated three outputs and I selected the highest quality one. Grading was based on whether the selected generation made logical sense, flowed smoothly, and could easily be converted into a blog post.*

## INPUT

**Keywords:** aromatherapy, hot stone, fully body, treatment rooms

**Industry:** spa

**Service Location:** New South Wales Australia

**Company:** Spa Anise

**Service:** massages

## OUTPUT: FREE VERSION

Massaging people is something Spa Anise does very well. They offer a wide variety of massage treatments including aromatherapy massages, hot stone massages, Swedish massages, deep tissue massages, sports massages, and more.

Aromatherapy massages combine essential oils with traditional massage techniques to create a relaxing spa experience. The benefits of aromatherapy include improved circulation, stress relief, pain management, and increased mental clarity. Hot stone massages involve heated stones placed on specific areas of the body to relax muscles and relieve tension. Deep tissue massages focus on muscle knots and trigger points to improve overall health and wellness. Sports massages target sore muscles and joints to reduce inflammation and promote healing.

The staff at Spa Anise are highly skilled therapists who enjoy helping others feel better. Their goal is to provide each client with a customized massage tailored to meet their individual needs.

They believe that everyone deserves a little pampering now and then, which is why they offer affordable rates and flexible scheduling options. If you'd like to learn more about Spa Anise, visit them online at [www.spaanise.com.au](http://www.spaanise.com.au)

-- Grade: B

-- Comments: The output is good and relevant to the keywords. However, it's not as well written as the pro.

## OUTPUT: PRO VERSION

Massage therapy is a wonderful way to relax and unwind. If you're looking for massage therapy in New South Wales Australia, Spa Anise is the place to go.

We offer a wide variety of spa treatments, including aromatherapy massages, hot stone massages, full body massages, and more. Whether you prefer relaxing with a traditional Swedish massage or something a little different, we've got you catered to.

You deserve to feel pampered, and we're committed to providing you with the most luxurious spa experiences possible. When you book a session with us, you'll receive a complimentary consultation to learn more about your options and decide which ones suit you best.

Afterward, you'll enjoy a private room where you can relax and let yourself truly unwind. Your therapist will treat you to a soothing massage using only organic oils and herbs, and you'll be able to choose between light or deep pressure depending on your preference.

Whether you're looking for a stress reliever or simply want to spend some quality time with your partner, we're confident that you'll love your experience with us. Contact us today to schedule your appointment!

-- Grade: A+

-- Comments: The output here is insane! Absolutely fantastic!



# WRITE FOR LOCAL (SERVICE): EXAMPLE 2

Test Method: Here's an example of what the template expects to see as input, and what it generates as output. For each template, the AI generated three outputs and I selected the highest quality one. Grading was based on whether the selected generation made logical sense, flowed smoothly, and could easily be converted into a blog post.

## INPUT

**Keywords:** local seo, technical seo, content creation, link building

**Industry:** marketing agency

**Service Location:** West Bridgford, Nottingham

**Company:** Exposure Ninja

**Service:** SEO for dentists

## OUTPUT: FREE VERSION

Do you own a dental practice? If so, you probably already know that having a website is essential to running a successful business. It helps potential patients learn more about your practice, allows them to contact you directly, and lets them see photos of your office and staff members.

But did you know that search engine optimization (SEO) can actually help your practice grow? In fact, studies show that nearly half of people who visit a dentist online eventually book an appointment with them. So if you haven't started optimizing your site yet, now would be a perfect time to get started!

That's why we created Exposure Ninja, a marketing agency focused exclusively on helping dentists improve their visibility in Google and other search engines. We create custom websites that rank high in organic searches, which means that potential patients searching for a dentist near them will find your practice easily.

And since we're based locally, we know the ins and outs of West Bridgford, Nottingham better than anyone else. That means we can help you optimize your site for maximum exposure, and we can even help you build links to boost your rankings further.

So if you're interested in learning more about how we can help you increase traffic to your website and attract new patients, reach out to us today!

-- Grade: B+

-- Comments: It's good copy but doesn't hold a candle to the pro version. Still, it's good copy.

## OUTPUT: PRO VERSION

Do you own a dental practice? If so, you probably already know that SEO is crucial to growing your online presence. After all, people search Google for terms like "best dentist near me" or "top dentist near me", which makes it essential that your website ranks high in organic searches.

But SEO takes more than simply having a well-optimized site; it requires a comprehensive approach that includes both onsite and offsite optimization. This means creating quality content that attracts links from authoritative websites, developing a strong social media strategy, and using paid advertising to drive traffic to your site.

That's where Exposure Ninja comes in. As a leading provider of SEO services for dentists, we focus on helping you rank higher in search results and attract more patients. We create custom marketing campaigns that include everything from keyword research to PPC management to content development.

So if you're interested in learning more about how we can help grow your business, reach out to us today!

-- Grade: A+

-- Comments: I hope Exposure Ninja uses this. It's fantastic copy.



# WRITE FOR LOCAL (SERVICE): EXAMPLE 3

Test Method: Here's an example of what the template expects to see as input, and what it generates as output. For each template, the AI generated three outputs and I selected the highest quality one. Grading was based on whether the selected generation made logical sense, flowed smoothly, and could easily be converted into a blog post.

## INPUT

**Keywords:** brick-oven ciabatta bread, panini press, fresh ingredients, tri-colored tortilla chips

**Industry:** restaurant

**Service Location:** Aberdeen, New Jersey

**Company:** Denino's Pizza Place

**Service:** panini sandwich

## OUTPUT: FREE VERSION

The paninis at Denino's Pizza Place are made with only the freshest ingredients available, including fresh mozzarella cheese, Italian sausage, pepperoni, and more.

You'll love the taste of these delicious paninis, which are perfect for lunchtime or dinner. They're baked fresh each morning, and they're served warm with a side of marinara sauce.

And did we mention that we serve them with tri-colored tortilla chip crumbles? These crunchy chips add a little bit of spice to the mix, and they really bring out the flavor of the pizza.

So stop by Denino's Pizza Place today and try some of our tasty paninis!

-- Grade: B+

-- Comments: Best out of three generations. The output is light, but it's on point. While it didn't mention the brick-oven ciabatta bread or panini press, it did talk about the fresh ingredients the tri-color chips (it actually did a great job on that).

## OUTPUT: PRO VERSION

You love pizza, and you love sandwiches. What could possibly be better than combining the two? Well, nothing, that's what! At Denino's Pizza Place, we combine the best parts of both pizzas and sandwiches to create something truly special.

We bake our own brick-oven ciabattas, which gives them a delicious crusty exterior and soft interior. The result is a perfect balance between crunchiness and tenderness. We serve these sandwiches with a variety of toppings, including pepperoni, ham, salami, provolone cheese, and more.

But we don't stop there. We also offer a wide selection of paninis, including chicken salad, turkey club, eggplant parmesan, and more. These paninis are made with high-quality meats and cheeses, and they're served on freshly baked Italian bread. They're the perfect lunchtime treat, and they're available throughout the week.

So if you're looking for a restaurant serving authentic Italian cuisine in Aberdeen, NJ, look no further than Denino's Pizza Place. We're open seven days a week, and we're committed to providing only the highest quality products and customer service. Come see us soon!

-- Grade: A

-- Comments: The output doesn't talk about the chips or panini press, but it did mention the brick-oven ciabatta bread and fresh bread. But the actual copy is amazing. The way the AI described the exterior of the ciabatta bread actually has my mouth watering. Fantastic!



# WRITE FOR LOCAL (SERVICE): EXAMPLE 4

Test Method: Here's an example of what the template expects to see as input, and what it generates as output. For each template, the AI generated three outputs and I selected the highest quality one. Grading was based on whether the selected generation made logical sense, flowed smoothly, and could easily be converted into a blog post.

## INPUT

**Keywords:** 2-year old, natural desire to explore, learning, encouragement

**Industry:** daycare

**Service Location:** San Jose, CA

**Company:** Kiddie Academy

**Service:** Early Preschool

## OUTPUT: FREE VERSION

It's easy to see why early childhood education is such a popular choice among parents these days. Kids learn so quickly, and they develop so well when they're exposed to stimulating environments and activities.

That's why Kiddie Academy is proud to offer early preschool programs for kids ages 2 years old and younger. It's a great way to introduce them to the world of learning and development, and it gives them a head start on their educational journey.

The curriculum we follow is based on the latest research on child development, and it helps kids grow emotionally, socially, physically, and intellectually. The result is a better understanding of themselves and others, which leads to greater self-confidence and social skills.

And since we're located in San Jose, CA, we're close enough to most families that we can easily accommodate drop offs and pick ups throughout the week. So even if you live far away, you can still enroll your little ones in our program and enjoy the benefits of early childhood education yourself!

-- Grade: B+

-- Comments: Just like the previous samples, the output is good. It's on point, hits on the keywords, and is very usable. Much better than I could write by hand.

## OUTPUT: PRO VERSION

The early years of childhood are some of the most formative years of a child's development. They're the years when children learn to walk, talk, eat solid foods, and develop social skills. In short, these are the years when kids learn everything they need to become independent adults.

That's why it's so important to invest in quality childcare during these crucial years. At Kiddie Academy, we believe that providing high-quality childcare is essential to helping parents raise healthy, well-adjusted children.

As a result, we strive to create a nurturing environment where children feel encouraged to grow and thrive. We encourage independence, creativity, curiosity, and self-confidence. We teach children to love reading, math, science, art, and music. We foster a sense of community among the children and staff members, and we promote positive relationships between families and teachers.

And we do all of this while keeping our prices affordable. Because we know that quality childcare shouldn't break the bank.

So if you're looking for a place to send your 2-year old, check out our Early Preschool Program. We'd love to meet you and your little one!

-- Grade: A+

-- Comments: The output is top notch! I think any business would pay good \$\$ for copy such as this about their various services.



# WRITE FOR LOCAL (SERVICE): EXAMPLE 5

Test Method: Here's an example of what the template expects to see as input, and what it generates as output. For each template, the AI generated three outputs and I selected the highest quality one. Grading was based on whether the selected generation made logical sense, flowed smoothly, and could easily be converted into a blog post.

## INPUT

**Keywords:** 10 years experience, remodeling and repair, 100% written guarantee, repair labor defects free of charge

**Industry:** handyman

**Service Location:** Indianapolis, IN

**Company:** Handyman Services

**Service:** home repair

## OUTPUT: FREE VERSION

Home repairs aren't something most people enjoy doing, but they're necessary sometimes. When you need a handyman to handle some home repairs, Handyman Services is the company for you!

We've been providing quality home repair services since 2007, and we've built our reputation based on our ability to deliver high-quality results at affordable prices. We know that when you hire a contractor, you expect them to be reliable and trustworthy, and we strive to live up to that expectation every single time.

That's why we offer a 100% written guarantee on all of our projects. If you ever have a problem with your project, we'll come back and finish it for free. It's our way of saying thank you for choosing us to do your home repairs.

And if you'd rather skip the hassle of hiring a contractor altogether, we can rehab your house instead. Whether you need a kitchen renovation, bathroom remodel, or even a whole-house overhaul, we can help you achieve your dream home.

So if you're looking for a handyman in Indianapolis, IN or the surrounding areas, contact us today!

-- Grade: A

-- Comments: The output for this service is fantastic! I'd tweak the 2007 to line up better with the 10 years, but other than that, it's superb!

## OUTPUT: PRO VERSION

You've been working hard to build equity in your house, and now you're finally ready to sell. Unfortunately, you discover that some parts of your home aren't quite up to par. Maybe you've had a leaky faucet for months, or maybe you've noticed cracks in your walls. Whatever the case may be, you need a handyman to handle repairs.

But finding a reliable handyman can be tricky. After all, you don't want to hire a contractor who's only interested in cutting corners. Instead, you want to choose a professional who's experienced, honest, and skilled enough to tackle even the most challenging projects.

That's why you need to turn to Handyman Services. For more than 10 years, we've provided quality home repair services throughout Indianapolis, IN. Whether you need a simple bathroom renovation or a full kitchen remodel, we can help.

And since we're licensed contractors, we're able to offer warranties on our workmanship. If something goes wrong during the course of your project, we'll cover the cost of repairing the defect. In short, we're confident that you'll be satisfied with our work, which is why we offer a 100% written guarantee.

So if you're looking for an affordable, reliable handyman in Indianapolis, IN, look no further than Handyman Services. Call us today to schedule your appointment!

-- Grade: A+

-- Comments: I believe this is the perfect output! It touches on all of the keywords, sounds amazing, and has a great length! Flawless!



# WRITE FOR LOCAL (SERVICE): EXAMPLE 6

Test Method: Here's an example of what the template expects to see as input, and what it generates as output. For each template, the AI generated three outputs and I selected the highest quality one. Grading was based on whether the selected generation made logical sense, flowed smoothly, and could easily be converted into a blog post.

## INPUT

**Keywords:** sandwiches, fundraisers, yummy, juicy

**Industry:** food

**Service Location:** Carlisle, PA

**Company:** The Saucy Slamwich

**Service:** Food Truck Catering

## OUTPUT: FREE VERSION

Saucy Slamwich Food Truck Catering is the perfect choice for your next event. Whether you're planning a fundraiser for your school or church, a corporate picnic, or even a wedding reception, we can create delicious sandwiches and salads that will wow everyone.

We serve up tasty, healthy meals that are made with only the freshest ingredients. All of our menu items are prepared in house, so you can rest assured knowing that everything we serve is 100% homemade.

You can choose from a variety of sandwich options, including classic grilled cheese, turkey club, chicken salad, and more. If you'd prefer something different, we also offer a wide selection of salads, wraps, and sides. No matter which option you choose, you can expect to enjoy a meal that tastes amazing and is guaranteed to please!

Whether you're hosting a fundraising event or a casual gathering with friends and family, The Saucy Slamwich Food Truck is the perfect fit. Contact us today to learn more about our catering services!

-- Grade: A

-- Comments: Great output!

## OUTPUT: PRO VERSION

Saucy Slamwich is a food truck catering business based in Carlisle, Pennsylvania. We serve delicious sandwiches and wraps made with high quality ingredients.

We love serving people in Carlisle, PA and the surrounding areas, and we'd love to cater your next event. Whether you're planning a fundraiser, corporate picnic, or community gathering, we can bring delicious food to your location.

We know that fundraising events are stressful, especially when you're trying to raise money for a cause that matters to you. That's why we strive to create a stress-free environment for everyone involved. From the moment we receive your order until the moment we deliver your food, we treat each event as though it were our own.

So if you're looking for a caterer in Carlisle, PA, look no further than The Saucy Slamwich. We're proud to serve delicious food to anyone in the Carlisle, PA area.

-- Grade: A

-- Comments: Great output! It flows well and gets into the details about why you should give this company a call for your catering needs.



# WRITE FOR LOCAL (SERVICE): EXAMPLE 7

Test Method: Here's an example of what the template expects to see as input, and what it generates as output. For each template, the AI generated three outputs and I selected the highest quality one. Grading was based on whether the selected generation made logical sense, flowed smoothly, and could easily be converted into a blog post.

## INPUT

**Keywords:** family owned, quality work, reasonable prices, free estimate

**Industry:** mechanic

**Service Location:** Curtice, OH

**Company:** Full Throttle Auto Sales & Services

**Service:** Car Repair

## OUTPUT: FREE VERSION

You probably wouldn't expect to find a mechanic who cares about his customers' cars as much as he does. After all, most mechanics only see them once or twice a month, and even then, they're usually focused on something else besides fixing your car.

But Full Throttle Auto Sales & Service is different. They treat each customer's vehicle like it was their own, and they're committed to providing honest, reliable auto repairs at fair prices.

They're also family owned, which makes sense since they're based in Curtice, Ohio. When you bring your car in for service, you know you're dealing with people who love their jobs and want to make sure you're satisfied with the results.

And when you're looking for a place to buy a used car, Full Throttle Auto Sales and Service is the perfect choice. Their selection of vehicles includes everything from pre-owned luxury models to affordable used cars, trucks, and SUVs.

So if you're looking for a friendly, knowledgeable mechanic who treats your car like it's his own, stop by Full Throttle Auto Sales & Service today!

-- Grade: B

-- Comments: Out of the three generations, this was the best. The only bummer is that it's not written in first person. I would probably try generating some more to get something better and in first person for my local business service page.

## OUTPUT: PRO VERSION

You love your car, but sometimes it just seems like it's breaking down even though everything looks fine. Maybe it's been sitting in the garage for months, and now it's starting to show its age.

Or perhaps you're driving along and notice something strange happening with your engine. Either way, you need to get your car fixed fast. Fortunately, Full Throttle Auto Sales & Service is here to help!

As a family-owned business, we know that you expect more than just a quick repair. You want a reliable mechanic who cares about your vehicle and provides high-quality repairs at fair prices.

That's why we only hire experienced mechanics who are committed to providing excellent customer service. When you bring your car to us, you can rest assured knowing that we'll treat your vehicle with respect and pay attention to detail.

And since we're located in Carlisle, PA, we know that you shouldn't have to drive far to get your car repaired. If you live nearby, we'd love to meet you and talk about your options. Call us today!

-- Grade: A+

-- Comments: Love it! Any local mechanic shop would love this type of output!



# WRITE FOR LOCAL (SERVICE): EXAMPLE 8

Test Method: Here's an example of what the template expects to see as input, and what it generates as output. For each template, the AI generated three outputs and I selected the highest quality one. Grading was based on whether the selected generation made logical sense, flowed smoothly, and could easily be converted into a blog post.

## INPUT

**Keywords:** beneficiaries, tax liability, time of loss, loved ones

**Industry:** accountant

**Service Location:** Perrysburg, OH

**Company:** DeWalt & Gallup, Inc.

**Service:** Estate and Trust Planning

## OUTPUT: FREE VERSION

You may already have some estate planning documents in place, but if you haven't yet taken the time to sit down and create a comprehensive document outlining your wishes for your future financial situation, now is the perfect time to do it.

The sooner you begin working on these plans, the better off you'll be. If you wait until later, you could run into issues that could put your finances in jeopardy. For example, if you die unexpectedly, you could lose access to your assets or even face legal action against you.

That's why DeWalt & Gallup, INC., recommends starting early. With our Estate and Trust Planning, you can rest assured knowing that your loved ones will receive everything you intended them to receive, and nothing more.

Your beneficiaries will receive a copy of your Will, which outlines your intentions regarding your personal possessions, real estate, and other assets. They'll also receive copies of any trusts you set up, along with instructions on how to manage your affairs during your lifetime.

And if you'd prefer to avoid probate proceedings altogether, we can help you establish a revocable living trust. This type of trust allows you to transfer ownership of your assets to someone else, such as a trustee, while still maintaining full control over your own finances.

With our Estate and Trust Planning service, you can rest easy knowing that your loved ones are protected and that your legacy will live on long after you're gone.

-- Grade: A

-- Comments: The output is long and meaty, but it did skip two of the keywords. No big deal. I am torn whether I like this longer output more than the pro version. But the pro hit on all the keywords so it gets the A+.

## OUTPUT: PRO VERSION

You may be thinking about setting up an estate planning strategy for yourself or others. Maybe you're worried about taxes and how they affect your beneficiaries. Whatever your concerns, DeWalt & Gallup, INC. can help.

As an accounting firm based in Perrysburg, Ohio, we can help you set up a comprehensive estate and trust planning strategy that addresses your specific goals. Whether you're concerned about protecting your assets from creditors or ensuring that your loved ones receive the benefits they deserve, we can help.

We know that having a solid estate and trust planning strategy in place can protect your assets and reduce your tax liabilities. In fact, we can even help you avoid probate court proceedings altogether.

So if you're interested in learning more about how we can help you create a sound estate and trust planning strategy, please feel free to reach out to us today.

-- Grade: A+

-- Comments: The output touched on all of the keywords and wrote some very engaging copy!



# VISIT MY FRASE RESOURCE PAGE

[www.rankingtactics.com/frase](http://www.rankingtactics.com/frase)

*Visit my resource page to find lots of juicy  
tips and secrets to getting the most out of  
Frase.*