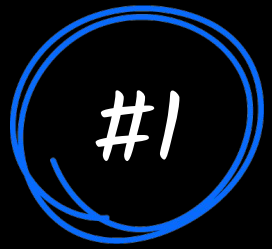
ENDLESS CUSTOMERS

The Big 5 Workshop



Content Strategy & Big 5

Content Calendar Development

- ➜ Content Brainstorm
- ➜ Sift Ideas and Organize
- ➜ Keyword Research
- ➜ SME assignments
- ➜ Date organization and planning
- ➜ SME scheduling

Content Calendar Development

- ➜ Content Brainstorm : “What am I supposed to do again?”
- ➜ Sift Ideas and Organize: “What did John actually mean when he said…”
- ➜ Keyword Research: “Ok we need to rank for ‘HVAC in Nashville’”
- ➜ SME assignments: “Gotta find someone else, John retired”
- ➜ Date organization and planning: “I’m taking vacation that week and then it’s thanksgiving but this needs to be published by Nov 22”
- ➜ SME scheduling: “Ope, John’s replacement is out sick”

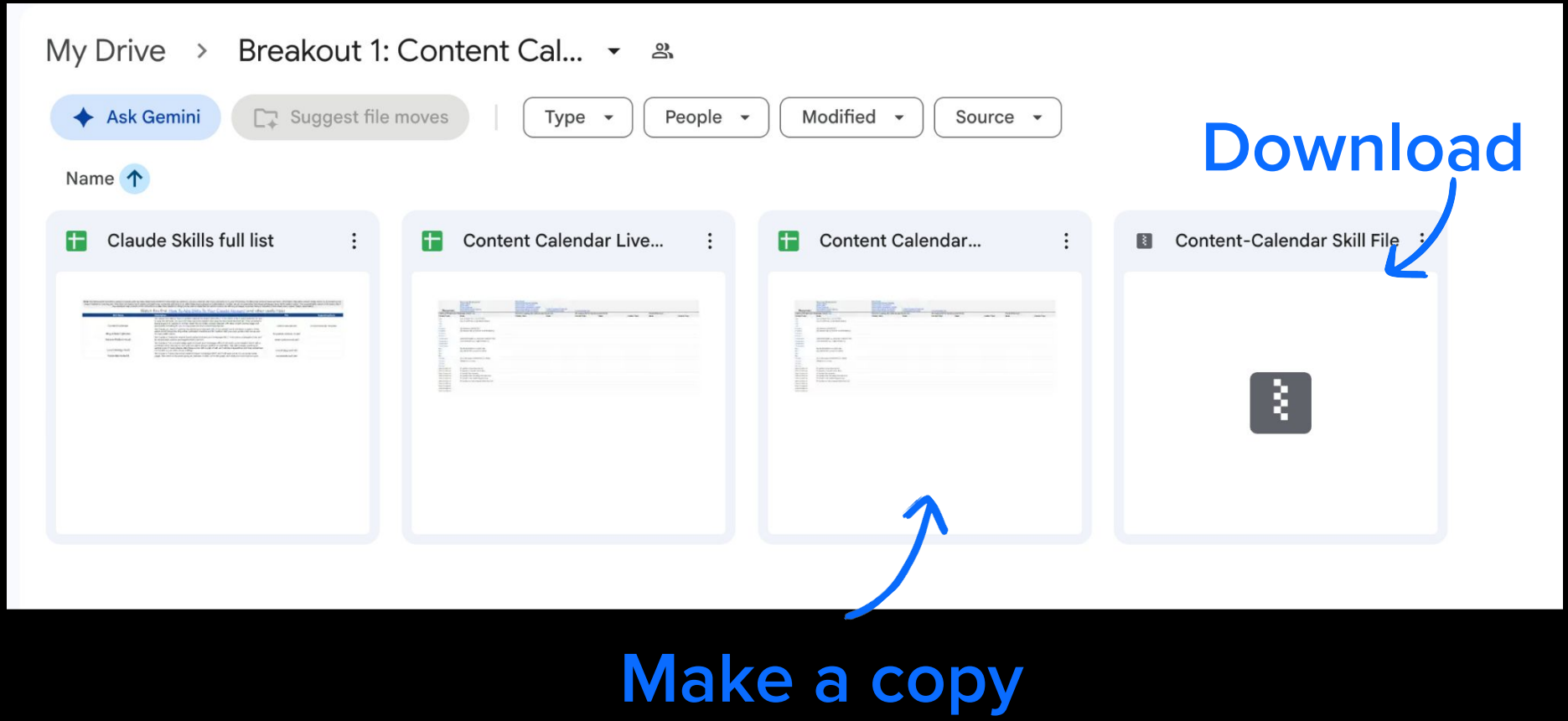
Content Calendar Development *with AI*

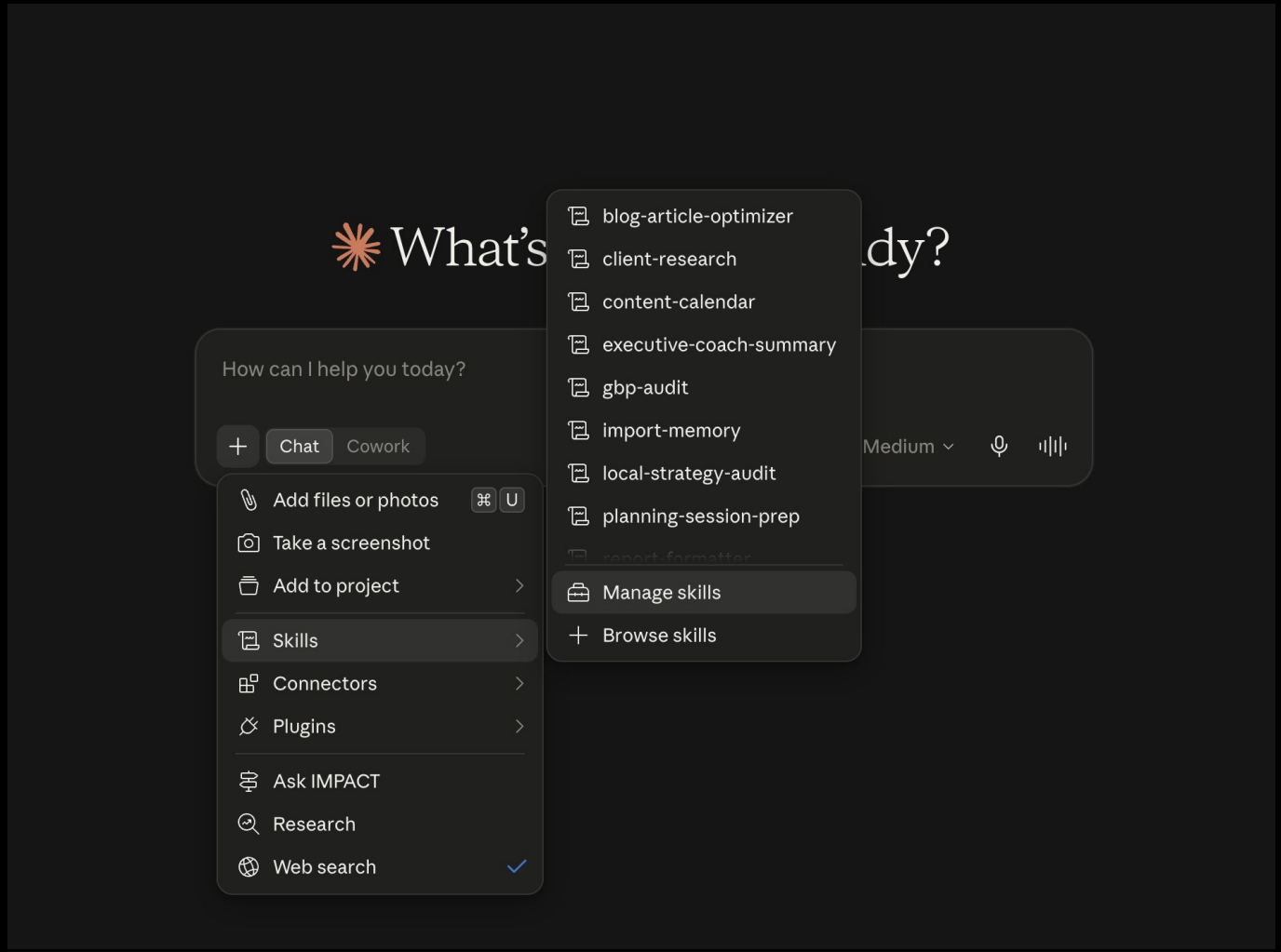
- ➜ Research
- ➜ Organize
- ➜ Deploy Skill
- ➜ Schedule

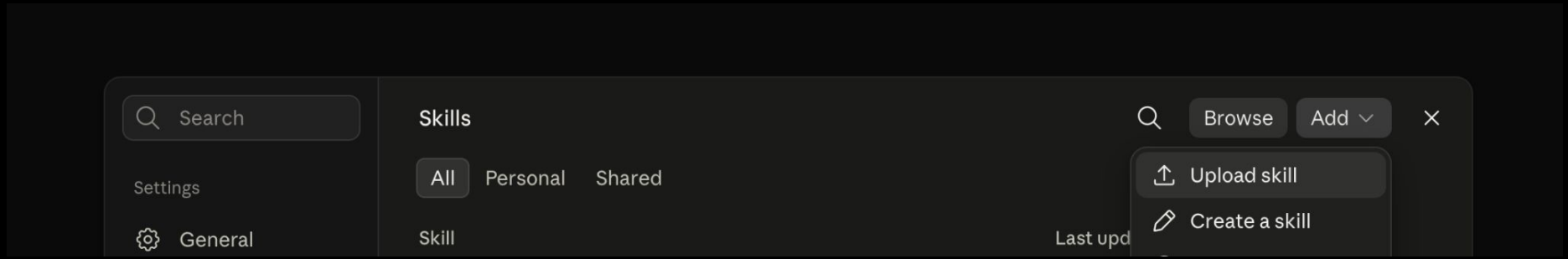
	A	B	C	D	E	F
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38	Irrigation	Why Certifications Matter for Irrigation Contractors	The Big 5	Written	Exploring Our Cat…	To Do
39	Irrigation	What Makes a Trustworthy Sprinkler System Company?	The Big 5	Written	Exploring Our Cat…	To Do
40	Irrigation	How Long Has Your Irrigation Company Been in Business?	The Big 5	Written	Exploring Our Cat…	To Do
41	Irrigation	Is It Worth Hiring a Local Irrigation Expert?	The Big 5	Written	Exploring Our Cat…	To Do

https://tinyurl.com/2wew73ae




My Drive
Breakout 1: Content Cal...
Ask Gemini
Suggest file moves
Type
People
Modified
Source
Name
Claude Skills full list
Content Calendar Live...
Content Calendar...
Content-Calendar Skill File
Download
Make a copy


What's
dy?
How can I help you today?
Chat
Cowork
Medium
Add files or photos
⌘ U
Take a screenshot
Add to project
Skills
Connectors
Plugins
Ask IMPACT
Research
Web search
blog-article-optimizer
client-research
content-calendar
executive-coach-summary
gbp-audit
import-memory
local-strategy-audit
planning-session-prep
Manage skills
Browse skills


Search
Settings
General
Skills
Browse
Add
All
Personal
Shared
Skill
Last upd
Upload skill
Create a skill

build a content calendar for [your homepage URL]



Searched the web, viewed a file · 1 note

Good — that confirms Atlantic Lighting & Irrigation as a direct, named local competitor. Now I have everything I need for Step 1.

Content Calendar — Step 1: Keyword Research

Business: TLC Incorporated
What they do: A Mid-Atlantic outdoor services company specializing in lawn sprinkler/irrigation systems, outdoor and holiday lighting, yard drainage, gutter cleaning, and garage floor coating, serving residential and commercial clients since 1981.
Location(s): Headquartered in Gambrills, Maryland; services Maryland, Washington D.C., Northern Virginia, and Delaware (Mid-Atlantic region).
Likely competitors: Atlantic Lighting & Irrigation (Gambrills, MD — same street, direct head-to-head competitor), Exceptional Landscape Lighting & Irrigation (Maryland) *(inferred via web search — not confirmed by client)*

Services identified from site navigation:

1. Lawn Sprinklers / Irrigation
2. Outdoor Lighting
3. Yard Drainage
4. Gutter Cleaning
5. Holiday / Christmas Lighting
6. Garage Floor Coating

Seed keywords by service:

Lawn Sprinklers / Irrigation

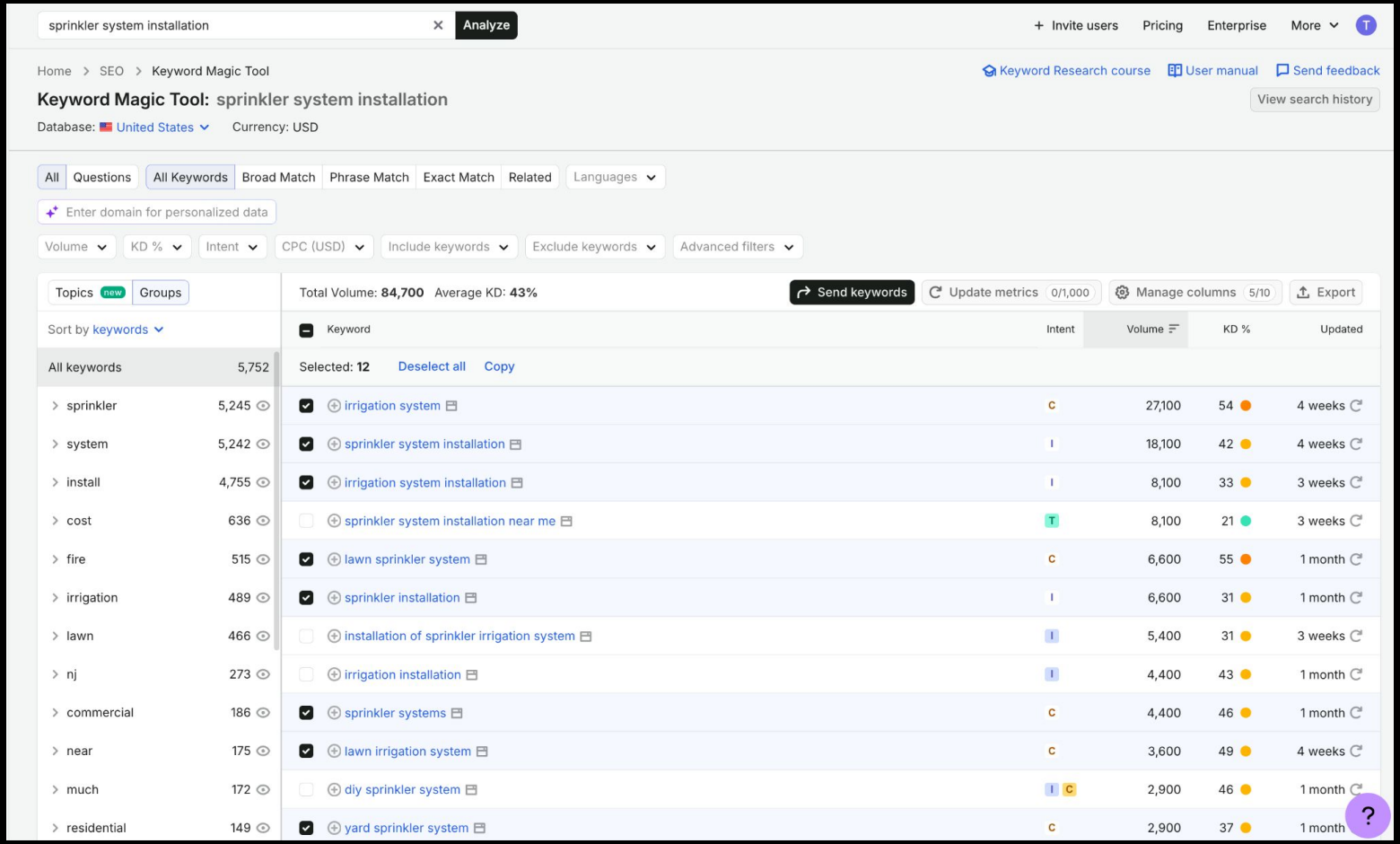
1. sprinkler system installation
2. irrigation system repair
3. how much does a sprinkler system cost
4. sprinkler system winterization
5. best irrigation system for lawn

Outdoor Lighting

1. landscape lighting installation
2. outdoor lighting repair
3. landscape lighting cost
4. best outdoor lighting for home
5. low voltage landscape lighting

Yard Drainage

1. yard drainage solutions
2. french drain installation
3. yard drainage cost
4. how to fix a wet yard
5. downspout drainage system


sprinkler system installation
Analyze
Invite users
Pricing
Enterprise
More
Home > SEO > Keyword Magic Tool
Keyword Research course
User manual
Send feedback
Keyword Magic Tool: sprinkler system installation
View search history
Database: United States
Currency: USD
All
Questions
All Keywords
Broad Match
Phrase Match
Exact Match
Related
Languages
Enter domain for personalized data
Volume
KD %
Intent
CPC (USD)
Include keywords
Exclude keywords
Advanced filters
Topics new
Groups
Total Volume: 84,700 Average KD: 43%
Send keywords
Update metrics 0/1,000
Manage columns 5/10
Export
Sort by keywords
Keyword
Intent
Volume
KD %
Updated
All keywords 5,752
Selected: 12
Deselect all
Copy
sprinkler 5,245
system 5,242
install 4,755
cost 636
fire 515
irrigation 489
lawn 466
nj 273
commercial 186
near 175
much 172
residential 149
irrigation system C 27,100 54 4 weeks
sprinkler system installation I 18,100 42 4 weeks
irrigation system installation I 8,100 33 3 weeks
sprinkler system installation near me T 8,100 21 3 weeks
lawn sprinkler system C 6,600 55 1 month
sprinkler installation I 6,600 31 1 month
installation of sprinkler irrigation system I 5,400 31 3 weeks
irrigation installation I 4,400 43 1 month
sprinkler systems C 4,400 46 1 month
lawn irrigation system C 3,600 49 4 weeks
diy sprinkler system I C 2,900 46 1 month
yard sprinkler system C 2,900 37 1 month

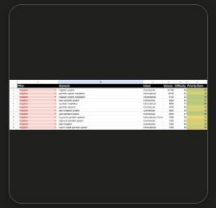
	A	B	C	D	E	G
1	Pillar	Keyword	Intent	Volume	Difficulty	Priority Rank
2	Irrigation					10
3	Irrigation					10
4	Irrigation					10
5	Irrigation					10
6	Irrigation					10
7	Irrigation					10
8	Lawn Sprinklers					10
9	Lawn Sprinklers					10
10	Lawn Sprinklers					10
11	Lawn Sprinklers					10
12	Lawn Sprinklers					10
13	Lawn Sprinklers					10
14	Lawn Sprinklers					10
15	Landscape Lighting					10
16	Landscape Lighting					10
17	Landscape Lighting					10
18	Landscape Lighting					10
19	Landscape Lighting					10
20	Landscape Lighting					10
21	Landscape Lighting					10
22	Localization Focus					10
23	Localization Focus					10
24	Localization Focus					10
25	Localization Focus					10
26	Localization Focus					10
27	Localization Focus					10
28	Localization Focus					10
29	Localization Focus					10
30	Conversion/Sales					10
31	Conversion/Sales					10
32	Conversion/Sales					10
33	Conversion/Sales					10
34	Conversion/Sales					10
35	Conversion/Sales					10

	A	B	C	D	E	G	H	I	J	K
1	Pillar	Keyword	Intent	Volume	Difficulty	Priority Rank		Intent Score	Volume Score	Difficulty Score
2	Irrigation	irrigation system	Commercial	27100	54	17		5	10	2
3	Irrigation	sprinkler system installation	Informational	18100	42	15		3	10	2
4	Irrigation	irrigation system installation	Informational	8100	33	18		3	10	5
5	Irrigation	lawn sprinkler system	Commercial	6600	55	17		5	10	2
6	Irrigation	sprinkler installation	Informational	6600	31	18		3	10	5
7	Irrigation	sprinkler systems	Commercial	4400	46	15		5	8	2
8	Irrigation	lawn irrigation system	Commercial	3600	49	15		5	8	2
9	Irrigation	yard sprinkler system	Commercial	2900	37	18		5	8	5
10	Irrigation	in ground sprinkler systems	Informational, Comm	1900	36	13		0	8	5
11	Irrigation	inground sprinkler system	Commercial	1900	45	15		5	8	2
12	Irrigation	lawn irrigation	Commercial	1900	55	15		5	8	2
13	Irrigation	cost to install sprinkler system	Informational	1600	36	16		3	8	5
14						10		0	0	10
15						10		0	0	10

Garage Floor Coating

1. garage floor coating cost
2. epoxy garage floor installation
3. best garage floor coating options
4. garage floor coating vs epoxy
5. garage floor coating maintenance

That completes Step 1. Once you plug these seeds into SEMrush and pull a prioritized keyword list, screenshot the keyword tab (with pillar, keyword, intent, volume, difficulty, and score columns) and send it over — I'll build Step 2 (Big 5 article titles) from there.



Write a message...

+

Sonnet 5 Medium

Claude is AI and can make mistakes. Please double-check cited sources.

The Big 5

- ➜ Cost, Problems, Best of, Comparisons & Reviews
- ➜ 5 content types that are most likely to result in a search
- ➜ Major pillar of the Endless Customers framework

Cost/Pricing

Problems

Best Of

Service Type	Title	Content Type	Content Medium	Buyer's Journey Stage	Status
Irrigation	How Much Does It Cost to Install a Sprinkler System?	The Big 5	Written		
Irrigation	What's the Average Cost of Sprinkler System Installation?	The Big 5	Written		
Irrigation	Sprinkler System Installation Cost Breakdown for Homeowners	The Big 5	Written		
Irrigation	How Much Does an Inground Sprinkler System Cost?	The Big 5	Written		
Irrigation	Sprinkler Installation Cost by Lawn Size and Zone Count	The Big 5	Written		
Irrigation	What Factors Affect Irrigation System Installation Cost?	The Big 5	Written	Exploring A… Categories	To Do
Irrigation	Is a Sprinkler System Worth the Installation	Ti… g 5	Written	Exploring All Categories	To Do
Irrigation	Best Sprinkler Controllers for Automated Watering	The Big 5	Written	Exploring Our Solution	To Do
Irrigation	Best Sprinkler Systems for Uneven or Sloped Yards	The Big 5	Written	Exploring Our Solution	To Do
Irrigation	Best Irrigation System Upgrades Worth the Investment	The Big 5	Written	Exploring Our Solution	To Do

1 service × 50 titles = 50 rows total.

A couple of notes: the Problems and Best-In-Class buckets had no direct keyword matches in your export (the surviving keywords skewed toward "installation" and generic "system" terms), so those titles are extrapolated from the service's general theme per the skill's fallback rule. Two Versus titles name Atlantic Lighting & Irrigation directly since they're a real, confirmed local competitor (same street in Gambrills) — worth a gut-check from you before publishing head-to-head comparison content naming a specific competitor.

Copy

10 minutes ago

	A	B	C	D	E	F	
1	**Service Type**	**Title**	**Content Type**	**Content Medium**	**Buyer's Journey Stage**	**Status**	**Next**
2	All 12 Irrigation keywords scored ≥10, so no…						
3							
4	**Service Type**	**Title**	**Content Ty…**	**Content M…**	**Buyer's Journey …**	**Status**	
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AI Assisted Content Strategy

Calendar is NOT strategy

Just because you have some titles in a spreadsheet does not mean you have a content strategy.

- ➜ Big 5
- ➜ Keyword
- ➜ Expertise
- ➜ Timing
- ➜ Optimization

Help me build an article outline following Endless Customers best practices for [Article title] - I am meeting with [SME] to talk through this article and I need a list of the h2s I should use (with a couple questions under each that I should ask SME), as well as a suggested CTA to somewhere on our website and an FAQ section with great, AI optimized answers.

Here's a prep outline for your meeting with Bob — built as a Best-In-Class article, so it needs to read as an honest, opinionated recommendation (not a generic buying guide), with his real field experience carrying each section.

H2 Outline: "Best Sprinkler Systems for Small Residential Lawns"

H2 1: What "Best" Actually Means for a Small Lawn

Frames that small lawns have different needs than large properties (less water waste tolerance, tighter zoning, different head spacing) — sets up why a generic "best sprinkler systems" list elsewhere on the internet doesn't apply here.

- *Ask Bob:* What's the biggest mistake you see homeowners make when they assume "small yard = simple system"?
- *Ask Bob:* At what square footage does your recommendation actually start to change?

H2 2: The Main System Types Worth Considering

Spray heads, rotor/rotary nozzles, drip/micro-irrigation, and hybrid setups — explained in plain terms.

- *Ask Bob:* For a small residential lot, which of these do you actually install most often, and why?
- *Ask Bob:* Is there a type you actively talk clients out of for small lawns, even if they ask for it?

SME Overview

Bob Carr (tlcincorporated.com)

SME Overview

Templates Meetings Tasks More Log 2/2 Track

Hey Bob- we're working on an article titled "Best Lawn Sprinklers for Small Residential Lawns". I've included the outline I'm chasing below as well as a few questions I have for each section:

What "Best" Actually Means for a Small Lawn
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The Main System Types Worth Considering
Spray heads, rotor/rotary nozzles, drip/micro-irrigation, and hybrid setups — explained in plain terms.

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- Is there a type you actively talk clients out of for small lawns, even if they ask for it?

What Actually Determines the Right System for Your Yard
Soil type, sun/shade mix, water pressure, existing landscaping, HOA rules — the real variables Bob evaluates on a walkthrough.

- Walk me through what you're looking at in the first five minutes of a site visit.
- What's a factor homeowners never think to mention that changes your recommendation?

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Suggested CTA

Since this is a bottom-funnel "Exploring Our Solution" piece, point to **Claim Your FREE Customized Sprinkler System Plan** rather than a generic contact form — it matches the reader's intent (they've decided sprinklers are the answer, they need a plan for their specific yard).

FAQ Section (AI-optimized draft answers)

These lead with a direct, complete answer in the first sentence so they're easy for AI Overviews/answer engines to lift, then add supporting detail. Treat the specifics (costs, timeframes) as placeholders for Bob to confirm.

What is the best sprinkler system for a small lawn?
For most small residential lawns, a zoned spray-head system with a smart controller offers the best balance of cost, coverage, and water efficiency. Rotor heads are usually overkill below a certain lot size, while drip irrigation works best for garden beds rather than turf.

How small is too small for an inground sprinkler system?
There's no strict minimum lot size — TLC has installed systems on lawns as small as [X] square feet. The deciding factor is usually yard shape and existing landscaping, not size alone.

Do small yards need fewer sprinkler zones?
Not necessarily. Zone count depends on sun/shade exposure and plant type, not just square footage — a small yard with mixed sun and shade may still need 2-3 zones for even watering.

Is drip irrigation better than sprinklers for a small lawn?
Drip irrigation is better suited to flower beds and shrubs than open turf. For grass, spray or rotary systems are generally more effective and easier to maintain.



Stress Test

Stress Test

- What questions would you have about this product/service?
- What would it take to convince you to buy this product/service?
- How would you research this product/service if I weren't here?
- Looking at [specific article title in your content calendar]- what would expect to see in that article?

