LoftyBiz Cluster-Planning Sheet

Find the gaps your competitors fill, group topics into one pillar and short posts around it, and write one exact-fit page from a sales-call question.

From LoftyBiz 138 — Plan Content That Gets Found: Topic Clusters and Exact-Fit Pages. Systex is our own product; you can find Systex at loftybiz.net, or click the link in the description.

This week's task

Name three competitors and list ten searches they appear for that you don't. Pick the theme that matters most to your ideal customer. Write one pillar title and eight sub-questions under it. Then add one exact-fit page from a question you heard on a sales call this month. Put that plan into Systex, so the whole team can follow it.

Three competitors and ten gap searches

Competitor (no brands required — just who shows up)	A search they appear for that you do not
1.	1.
2.	2.
3.	3.
	4.
	5.
	6.
	7.
	8.
	9.
	10.

One pillar and eight sub-questions

The amber row is an example from the video, not a promise. Replace it with your own.

Pillar title	Sub-question (one short post each)
Example only: Food cost for restaurants: the complete guide	Example only: How do I calculate food cost per plate?
Your pillar:	1.
	2.
	3.
	4.
	5.
	6.
	7.
	8.

In Mireille's example, a bookkeeping firm for restaurants in Yakima (six staff, about ninety clients, roughly $41,000 a month in fees) started from competitor gaps, filtered 400+ phrases down to about 40, and grouped them into four themes, each with one pillar and eight to twelve short posts. In this example, within six months the food-cost cluster was bringing in about four enquiries a week, and she signed eleven new clients, adding around $5,000 a month in fees. These are examples, not promises.

One exact-fit page from a sales-call question

The exact question you heard	Who it is for (ideal buyer)	Page title / opening line	Stage (early, comparing,

Example only: Facility managers at warehouses and food plants	Facility managers at warehouses and food plants	Facility managers at warehouses and food plants a cold-storage room…	Ready to buy / planning a job
1.			
2.			

In Kofi's example, a commercial floor-coating company in Waco (twelve crew, about $78,000 a month in revenue) mined the first question from the last thirty sales calls and wrote about fifteen exact-fit pages in four months. In this example, after five months about a third of his enquiries came from these pages, and the average job grew from about $9,000 to roughly $13,000. These are examples, not promises.

Track enquiries, not just visits

Cluster or exact-fit category	Visits this month	Enquiries this month	Notes
1.			
2.			
3.			
4.			

Example figures. General education, not financial, legal, HR or tax advice. Results vary. These are examples, not promises.