

LLM – Local Landscaper Mastermind

Executive Summary

LLM (Local Landscaper Mastermind) is an **ongoing implementation program** for qualified landscaping companies to **show up more often in Google and AI answers (e.g., ChatGPT)**. We do this by turning your existing credibility (reviews, photos, jobs, team, community work) into **repurposed, interlinked assets** across your website, social, and our **Free-Ebooks** authority hub, then **linking them through our Geo-Vertical Grid** so Google and AI can clearly see you **do the thing you say you do in the city you say you do it** (EEAT).

- **Who it's for:** Landscapers doing **\\$100k+/month**, with **100+ Google reviews at 4.5+**, on **WordPress**, willing to give us access and **commit \~1 hour/week** for capture/approvals.
- **What it is:** Not a course or coaching. It's **hands-on implementation** by our ops team (VAs + young adults via the **BlitzMetrics Content Factory**). We **harvest your existing media**, guide **1-minute PAA videos**, build ebooks, and **interlink** assets to strengthen your location + service pages.
- **What it's not:** No PBNs, no "link packages," no black-hat. We do **white-hat, transparent** execution you can see in your reports.
- **How it's priced:** **\\$300/month** (month-to-month; like a gym, we recommend *6+ months* to compound results). Revenue share: **20% Anthony • 20% Warren • 20% Dennis • 40% Ops/tools**.
- **How we prove value:** Search rankings via **Ahrefs**, Google & GMB metrics, lead actions, content output KPIs, referring domains, and **server-side bot logs** (to identify AI crawlers, e.g., GPTBot). **Dashboard MVP** shows ROI trails from content → page → calls/forms.
- **Launch plan:** Internal 6-week prep (not client content). Build landing page, SPP.co intake + billing, dashboard MVP, SOPs, PAA libraries, pilot, and go-live.

Program Objectives

1. **Increase qualified leads** by amplifying location/service pages with repurposed proof and proper internal linking.
2. **Earn relevant links** (vertical + local) from authentic content—not exchanges or paid lists—via our **Geo-Vertical Grid**.
3. **Appear in AI answers** more often by shipping corroborated assets that LLMs prefer (helpful, local, attributed).
4. **Accelerate Knowledge Panels** (owner + business) by consolidating and corroborating identity, accomplishments, and press.
5. **Be agency-agnostic additive:** We **enhance your existing SEO** or replace underperformers who hide behind "proprietary" claims.

Who Qualifies

- **Revenue:** **\\$100,000+/month**

- **Reviews:** 100+ on Google with **4.5+ rating**
- **Availability:** ~1 hour/week for capture/approvals (we handle the rest)
- **Platform:** **WordPress** site; agree to our internal-link management tools (Geo-Vertical Grid)
- **Access:** GA4, GSC, GMB, WordPress admin, hosting/CDN, and social pages

If you don't yet qualify, we provide **free training** on how to reach the bar (review acquisition playbook, content prompts, WordPress migration guidance, etc.).

Why Us (Competitive Advantages)

- **Implementation-first** (not coaching): We do the work and show our work.
 - **Geo-Vertical Grid:** A white-hat linking methodology that connects **vertical relevance** (other landscapers, suppliers, industry orgs) with **geo relevance** (local partners, charities, chambers, podcasts) to pass equity to your location/service pages.
 - **Content Factory:** Proven BlitzMetrics system with trained VAs + young adults who harvest, edit, repurpose, publish, and interlink at scale.
 - **Free-Ebooks Authority:** We publish practical ebooks (case studies, guides) to **free-ebooks.net** and run ~\$1/day distribution to relevant audiences, creating high-quality, attributable signal.
 - **Transparent analytics:** Rankings via Ahrefs, content output counters, GMB actions, lead tracking, and **server logs for AI crawler visits**.
 - **White-hat, durable:** No PBNs, no mass guest-post farms, no paid blog rolls. Every asset is attributable and helpful.
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What We Are / What We're Not

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- Implementation partner that **harvests and repurposes** what you already have
- Builder of **location/service page strength** through authentic linking
- **Transparent** about every task, asset, and link

NOT

- A course/coaching-only program (though we provide feedback on your videos)
 - A web agency taking over your site management (we tweak, we don't replace)
 - A link network/PBN or anything "proprietary magic" or black-hat
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Roles & Responsibilities

Anthony (Figurehead + Proof)

- Record a handful of anchor videos introducing LLM, "how we grew," and short tips
- Allow use of **stats/case studies** (before/after rankings, leads, revenue where permitted)

- Appear on a few interviews/podcasts to seed mastermind authority

Warren (Platform Partner)

- Operate **free-ebooks.net** publishing lane (queue, standards, review process)
- Coordinate featured placement + internal cross-linking from related topics
- No ops management; **ops team** handles clients end-to-end

Dennis (Strategy + QA)

- Program strategy, technical standards, quality control
- Sales support for top prospects; executive escalations

Ops Team (Execution)

- Onboarding, access, asset harvesting
- Content Factory (video, written, ebook, page enhancements)
- Geo-Vertical Grid linking + internal link orchestration
- Reporting & comms

Advisors / Participants

- Jack (strategy/advisory; optional appearances)

Pricing & Revenue Share

- **Client price:** \ \$300/month, month-to-month (recommend **6+ months** for compounding)
- **RevShare:** 20% Anthony • 20% Warren • 20% Dennis • **40% Ops/tools** (software, VAs, editors, designers, hosting, distribution)

No setup fee. Most work is front-loaded in month one.

The Geo-Vertical Grid (How Linking Works)

We strengthen your **money pages** (location + service pages) by:

1. **Vertical relevance:** Interviews, mentions, and content with **other landscapers** (in other cities), suppliers, equipment brands, and industry orgs. If they rank for landscaping terms, links carry topical weight.
2. **Geo relevance:** Content with **local entities**—chambers, charities, clubs, podcasts, local restaurants, youth sports, city magazines—shows you are *of this place*.
3. **Authority hubs:** **Free-Ebooks** articles/ebooks summarize your know-how and case studies, then are lightly promoted (\\$1/day) to your vertical to attract relevant readers and links.
4. **Internal linking:** We **route equity** through your WordPress using our grid:
5. Ebooks → topical hub posts → city/service pages → related blogs/photos → GMB posts

6. Press/podcasts → author page → service page → supporting FAQs

Result: A web of corroborating signals that **Google and LLMs trust**.

This is **not** a link exchange or paid placements. It's **real content, real people, real places**.

Content Factory (What We Produce)

Inputs we need (we harvest most):

- Photos/videos from jobs (before/after, crew, equipment, community)
- Existing reels/shorts, testimonials, and reviews
- Certifications, licenses, specialties, service area map, seasonality
- FAQs and **PAA topics** ("People Also Ask") by city/season

Outputs we create:

- **1-minute PAA videos** (you record; we script prompts & edit captions)
- **City/Service page enhancements** (copy, schema, media blocks, FAQs)
- **Support articles** (how-tos, case studies, seasonal tips)
- **Ebooks** on Free-Ebooks (owner story, case studies, seasonal guides)
- **Interviews/podcasts** with vertical + local partners
- **GMB posts** and photo updates
- **Internal link updates** (grid routing)

Cadence targets (typical):

- 8–12 one-minute videos/month (we'll repurpose to 20–40 short posts)
 - 2–4 support articles/month
 - 1–2 city/service enhancements/month
 - 1 ebook/quarter (or one multi-chapter guide)
 - Internal link refresh monthly; GMB posts weekly
-

Onboarding: Bullet Flow & Diagram

Bullet Steps

1. **Quick Audit** (free):
2. Check revenue/review thresholds, WordPress, access readiness
3. Spot issues on top location/service pages and GMB
4. **Onboarding Call** (45–60 min):
5. Services & sub-services; *not offered* list (to avoid junk leads)
6. Service areas (cities, zips), seasonality calendar
7. Differentiators (EEAT): certifications, crew bios, insurance, equipment
8. Content sources (Drive/Dropbox), brand voice, logo/brand kit

9. Access: GA4, GSC, GMB, WP, hosting/CDN, social
10. **Access Provisioning**
11. **PAA Topic Build** (by region/season)
12. **Capture & Harvest** (your \~1 hr/wk for approvals and quick recordings)
13. **Content Factory Processing** (edit, write, post, interlink)
14. **Geo-Vertical Grid Linking** (ebooks/interviews → hubs → pages)
15. **Reporting** (dashboard review + action plan)

ASCII Diagram

```
Sign-Up → Quick Audit → Onboarding Call → Access & Assets →  
PAA Prompts → 1-Min Videos + Harvesting → Content Factory →  
Ebooks/Posts/Pages → Geo-Vertical Grid Linking → Reporting/Iteration
```

What We Need From You (and What We Don't)

Need (\~1 hr/week):

- Approve prompts, record **1-minute answers** on phone (we supply questions)
- Answer clarifiers on jobs/equipment/specialties when needed
- Approve finished content

We handle:

- Scripting, editing, posting, interlinking, GMB posting
- Ebook drafting + publication
- Analytics, reporting, and QA

We don't require:

- Fancy video shoots or weekly long-form filming
- You writing articles from scratch
- You managing plugins, schema, or technical SEO

Landing Page Copy (Public-Facing)

Headline: Be the Landscaper Everyone Finds—in Google and ChatGPT **Subhead:** A month-to-month implementation program for proven landscapers who want more qualified local leads.

Who It's For: Landscaping companies doing \ \$100k+/mo with 100+ Google reviews (4.5+), on WordPress, able to give us access and spend \~1 hr/week.

What You Get:

- Repurposed, interlinked content that **Google and AI trust**
- Stronger **location/service pages** and **GMB**
- Ebooks and interviews that build **authority**
- Transparent, white-hat execution and **monthly reporting**

How We Do It:

- We harvest your proof (reviews, jobs, photos, videos)
- Guide **1-minute PAA videos** by season and city
- Publish ebooks + interviews; **link through our Geo-Vertical Grid**
- Improve your site's city/service pages and internal links

Guarantee (Real Talk): We don't guarantee #1 in ChatGPT or Google. We **guarantee the work**—the kind of content and corroboration the algorithms reward.

Qualifying Criteria & Next Steps:

- Meet the criteria? **Book a Quick Audit** (no setup fee, month-to-month)
- Not there yet? Get our **free training** to reach the bar, then re-apply

Analytics & Reporting

Search Visibility: Ahrefs (rankings, referring domains, featured snippets, PAA)

Local & On-Site: GA4 (organic sessions, engagement, conversions), GMB (views, calls, direction requests), call tracking/CRM (optional)

AI Crawlers:

- **Server/hosting logs** to detect GPTBot and other AI crawlers
- Optional: reverse proxy/header logging for bot UAs
- Note: Many bots don't execute JS, so **server logs > GA4** for bot proof

Dashboard MVP:

- Content output counters (videos, articles, ebooks, updated pages)
 - Top pages improved and their metrics
 - Linking graph snapshot (grid routing overview)
 - Lead outcomes (where available)
-

KPIs (Leading & Lagging)

Leading: # of one-minute videos shipped, # support articles, # page enhancements, # GMB posts, # authentic links earned (vertical/local), internal links added/updated, ebook reads

Lagging: Organic traffic to location/service pages, GMB actions (calls, site clicks, directions), rankings for city + service terms, conversions (calls/forms), assisted conversions from content views

90-Day Client Timeline (Typical)

Days 0–7: Quick Audit → Onboarding call → Access → PAA library → Content calendar

Days 8–30 (Month 1):

- Harvest existing media; record 6–10 one-minute videos
- Ship 2–3 support articles; enhance 1–2 location/service pages
- Draft 1 ebook (or mini-guide) → Free-Ebooks queue
- Begin Grid linking; 1st dashboard report

Month 2:

- Ship 8–12 PAA videos; 2–4 articles; enhance 1–2 more pages
- Publish ebook; light (\$1/day) distribution to relevant vertical
- Expand vertical + geo links; weekly GMB posts

Month 3:

- Iterate based on dashboard; add interviews/podcasts with local/vertical partners
 - Second ebook chapter or new guide (seasonal)
 - Internal link refresh; continue content cadence
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Onboarding Call Checklist (Borrowed Elements)

- **Company facts:** Legal name, DBA, owner bio(s), licenses/insurance
- **Services:** Design/build, maintenance, hardscapes, irrigation, snow, etc. (and **what you do NOT do**)
- **Service areas:** Primary/secondary cities, zips, geo-fence map
- **Differentiators:** Certifications, awards, safety program, equipment list (skid steers, bucket trucks, specialty tools)
- **Seasonality:** Spring cleanups, fall aeration, winter services calendar
- **Portfolio:** Before/after albums, top 10 flagship jobs
- **Reviews:** Sources, review request workflow, testimonials library
- **Partners:** Nurseries, suppliers, chambers, charities
- **Content sources:** Drive/Dropbox, YouTube, socials; branding kit
- **Access:** GA4, GSC, GMB, WP admin, hosting/CDN, plugin list

- **Tech:** Theme/builder used, caching/CDN, forms/CRM, call tracking
 - **Competitors:** Top 5 in each service area; aspiration benchmark sites
 - **Keywords:** Current targets and gaps
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1-Minute Video Prompts (PAA-Driven)

- "What's the best time to aerate a lawn in {City}?"
- "How to choose between seed vs sod in {City}?"
- "Average cost for a paver patio in {City}?"
- "How often should irrigation be adjusted through seasons in {City}?"
- "Top 3 shrubs that thrive in {City} winters?"
- "Do I need permits for hardscaping in {City}?"

We localize by climate/season and align with your services. You answer fast; we edit, caption, publish, and interlink.

Knowledge Panels (Owner + Business)

- Consolidate **name/address variations**, profiles, and citations
 - Strengthen **About/Author** pages with press, awards, speaking
 - Publish attributed **ebooks/interviews** and link back with same-as
 - Encourage **entity connections** (local orgs, suppliers, industry groups)
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Technical Requirements (WordPress)

- WordPress admin access; stable hosting with access to logs
 - Our **internal-linking script/plugin** for Grid routing (or equivalent)
 - Schema on location/service pages (LocalBusiness + Service + FAQ)
 - Media libraries organized by job/city for reuse
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Dependencies (Pre-Launch)

1. **GA4 + GSC access** patterns defined
2. **Server log access** (or proxy) for AI crawler detection
3. **Ahrefs** account connection and dashboard widgets
4. **SPP.co** product, intake, and billing flows
5. **Local Analytics Dashboard MVP** (content counters, page metrics, link graph)
6. **PAA library generator** + SOPs for seasonal updates
7. **Free-Ebooks lane** (templates, review checklist, publishing cadence)
8. **SOPs** for content, linking, reporting, QA

Note: We're evaluating affordable **AI-answer monitoring**. Current "major" tools cost \b\$700+/mo; we'll proceed with **server log detection + manual spot-checks** until a cost-effective solution is finalized.

Governance, QA, and SLAs

- **SLA Cadence:** Monthly content pack shipped; monthly report; weekly touch if needed
 - **QA:** Links reviewed by strategist; schema validation; plagiarism/AI-content checks (we embed EEAT evidence)
 - **Security:** Principle of least privilege; password vault; revoke on termination
 - **Exit:** Month-to-month; you keep everything (content, logins, ebooks); we provide a final export on request
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Risks & Constraints (Honest List)

- We cannot guarantee #1 rankings in Google or AI. We **guarantee the right work**.
 - If reviews dip or service quality falters, search performance follows.
 - Non-WordPress sites are out of scope (internal-linking and SOPs depend on WP).
 - If access is delayed, timelines slip.
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FAQ (Client-Facing)

Do I have to film every week? No. We ask for \b1 hr/wk for quick answers/approvals. We'll also mine your existing media.

Will you manage my entire website? No. We **enhance** location/service pages, schema, and internal links. Your dev/agency keeps managing the site.

Is this a link network? No. We publish **real, attributable content** and build **legit relationships** (vertical + local). No PBNs.

How fast will I see results? Usually **30-90 days** to see movement on pages we enhance, compounding over **6+ months**.

Can you work with my current SEO agency? Yes. We're additive and transparent. If they're great, our work will amplify theirs.

Internal References (SOP Links / Placeholders)

- **Content Factory SOP:** [Link – BlitzMetrics Content Factory]
- **Quick Audit SOP & Form:** [Link – Quick Audit]

- **Geo-Vertical Grid Guide:** [Link – Grid Method]
 - **Knowledge Panel Playbook:** [Link – Entity/Schema SOP]
 - **Dashboard Spec:** [Link – Local Analytics MVP]
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Six-Week Internal Launch Plan (Clarified)

This is **our prep**—not asking landscapers to create six weeks of content.

W1 – Assets & Offers: Landing page v1, SPP product + intake, revshare rules, compliance copy

W2 – Dashboard MVP: Ahrefs widgets, GA4/GSC connectors, content counters, initial link-graph view

W3 – SOP Hardening: Onboarding checklist, PAA generator, ebook templates, QA checklists

W4 – Pilot: One internal pilot client; publish 1 ebook; route links; validate reporting

W5 – Refinements: Fix intake friction, add FAQ to LP, finalize server-log bot detection

W6 – Go-Live: Publish Anthony/Dennis/Warren intro videos, open enrollment, begin cohort 1

Call to Action

If you meet the criteria and want to **own your city in Google and AI**, book a **Quick Audit**. There's **no setup fee** and everything is **month-to-month**. If you're close but not yet qualified, grab our free training and we'll help you reach the bar—then join the mastermind.

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 - Lead outcomes (where available)
-

KPIs (Leading & Lagging)

Leading: # of one-minute videos shipped, # support articles, # page enhancements, # GMB posts, # authentic links earned (vertical/local), internal links added/updated, ebook reads

Lagging: Organic traffic to location/service pages, GMB actions (calls, site clicks, directions), rankings for city + service terms, conversions (calls/forms), assisted conversions from content views

90-Day Client Timeline (Typical)

Days 0–7: Quick Audit → Onboarding call → Access → PAA library → Content calendar

Days 8–30 (Month 1):

- Harvest existing media; record 6–10 one-minute videos
- Ship 2–3 support articles; enhance 1–2 location/service pages
- Draft 1 ebook (or mini-guide) → Free-Ebooks queue

- Begin Grid linking; 1st dashboard report

Month 2:

- Ship 8–12 PAA videos; 2–4 articles; enhance 1–2 more pages
- Publish ebook; light (\\$1/day) distribution to relevant vertical
- Expand vertical + geo links; weekly GMB posts

Month 3:

- Iterate based on dashboard; add interviews/podcasts with local/vertical partners
- Second ebook chapter or new guide (seasonal)
- Internal link refresh; continue content cadence

Onboarding Call Checklist (Borrowed Elements)

- **Company facts:** Legal name, DBA, owner bio(s), licenses/insurance
- **Services:** Design/build, maintenance, hardscapes, irrigation, snow, etc. (and **what you do NOT do**)
- **Service areas:** Primary/secondary cities, zips, geo-fence map
- **Differentiators:** Certifications, awards, safety program, equipment list (skid steers, bucket trucks, specialty tools)
- **Seasonality:** Spring cleanups, fall aeration, winter services calendar
- **Portfolio:** Before/after albums, top 10 flagship jobs
- **Reviews:** Sources, review request workflow, testimonials library
- **Partners:** Nurseries, suppliers, chambers, charities
- **Content sources:** Drive/Dropbox, YouTube, socials; branding kit
- **Access:** GA4, GSC, GMB, WP admin, hosting/CDN, plugin list
- **Tech:** Theme/builder used, caching/CDN, forms/CRM, call tracking
- **Competitors:** Top 5 in each service area; aspiration benchmark sites
- **Keywords:** Current targets and gaps

1-Minute Video Prompts (PAA-Driven)

- "What's the best time to aerate a lawn in {City}?"
- "How to choose between seed vs sod in {City}?"
- "Average cost for a paver patio in {City}?"
- "How often should irrigation be adjusted through seasons in {City}?"
- "Top 3 shrubs that thrive in {City} winters?"
- "Do I need permits for hardscaping in {City}?"

We localize by climate/season and align with your services. You answer fast; we edit, caption, publish, and interlink.

Knowledge Panels (Owner + Business)

- Consolidate **name/address variations**, profiles, and citations
 - Strengthen **About/Author** pages with press, awards, speaking
 - Publish attributed **ebooks/interviews** and link back with same-as
 - Encourage **entity connections** (local orgs, suppliers, industry groups)
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Technical Requirements (WordPress)

- WordPress admin access; stable hosting with access to logs
 - Our **internal-linking script/plugin** for Grid routing (or equivalent)
 - Schema on location/service pages (LocalBusiness + Service + FAQ)
 - Media libraries organized by job/city for reuse
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Dependencies (Pre-Launch)

1. **GA4 + GSC access** patterns defined
2. **Server log access** (or proxy) for AI crawler detection
3. **Ahrefs** account connection and dashboard widgets
4. **SPP.co** product, intake, and billing flows
5. **Local Analytics Dashboard MVP** (content counters, page metrics, link graph)
6. **PAA library generator** + SOPs for seasonal updates
7. **Free-Ebooks lane** (templates, review checklist, publishing cadence)
8. **SOPs** for content, linking, reporting, QA

Note: We're evaluating affordable **AI-answer monitoring**. Current "major" tools cost **\\$700+/mo**; we'll proceed with **server log detection + manual spot-checks** until a cost-effective solution is finalized.

Governance, QA, and SLAs

- **SLA Cadence:** Monthly content pack shipped; monthly report; weekly touch if needed
 - **QA:** Links reviewed by strategist; schema validation; plagiarism/AI-content checks (we embed EEAT evidence)
 - **Security:** Principle of least privilege; password vault; revoke on termination
 - **Exit:** Month-to-month; you keep everything (content, logins, ebooks); we provide a final export on request
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Risks & Constraints (Honest List)

- We cannot guarantee #1 rankings in Google or AI. We **guarantee the right work**.

- If reviews dip or service quality falters, search performance follows.
 - Non-WordPress sites are out of scope (internal-linking and SOPs depend on WP).
 - If access is delayed, timelines slip.
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FAQ (Client-Facing)

Do I have to film every week? No. We ask for ~1 hr/wk for quick answers/approvals. We'll also mine your existing media.

Will you manage my entire website? No. We **enhance** location/service pages, schema, and internal links. Your dev/agency keeps managing the site.

Is this a link network? No. We publish **real, attributable content** and build **legit relationships** (vertical + local). No PBNs.

How fast will I see results? Usually **30–90 days** to see movement on pages we enhance, compounding over **6+ months**.

Can you work with my current SEO agency? Yes. We're additive and transparent. If they're great, our work will amplify theirs.

Internal References (SOP Links / Placeholders)

- **Content Factory SOP:** [Link – BlitzMetrics Content Factory]
 - **Quick Audit SOP & Form:** [Link – Quick Audit]
 - **Geo-Vertical Grid Guide:** [Link – Grid Method]
 - **Knowledge Panel Playbook:** [Link – Entity/Schema SOP]
 - **Dashboard Spec:** [Link – Local Analytics MVP]
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Six-Week Internal Launch Plan (Clarified)

This is **our prep**—not asking landscapers to create six weeks of content.

W1 – Assets & Offers: Landing page v1, SPP product + intake, revshare rules, compliance copy

W2 – Dashboard MVP: Ahrefs widgets, GA4/GSC connectors, content counters, initial link-graph view

W3 – SOP Hardening: Onboarding checklist, PAA generator, ebook templates, QA checklists

W4 – Pilot: One internal pilot client; publish 1 ebook; route links; validate reporting

W5 – Refinements: Fix intake friction, add FAQ to LP, finalize server-log bot detection

W6 – Go-Live: Publish Anthony/Dennis/Warren intro videos, open enrollment, begin cohort 1

Call to Action

If you meet the criteria and want to **own your city in Google and AI**, book a **Quick Audit**. There's **no setup fee** and everything is **month-to-month**. If you're close but not yet qualified, grab our free training and we'll help you reach the bar—then join the mastermind.