



THE FIELD MANUAL

The 2026 AI Leverage Playbook.

Six plays for operators who refuse to miss another lead.

STONEHENGE · STUDIO · MXXXVI

WEBSITE

CAPTURE

AGENTS

VIDEO

LIFECYCLE

REPORTING

● PROLOGUE · FROM THE STUDIO

The cheap part of marketing is the part you **ignore.**

**“The engine is not
the ad. The engine
is the answer.”**

Every operator we meet has the same problem and doesn't know it. They spend on ads. They spend on content. They spend on lead-gen tools.

And then a phone rings at 9:47 PM and nobody picks up. A form gets filled at 2:14 AM and nobody emails back until Monday. A buyer ready to spend forty grand on Tuesday has bought from someone else by Thursday.

The leverage is not in more ads. It is in what happens between the click and the conversation. That gap is where the engine lives.

This playbook is the system we install on client phones, sites, and CRMs. Six pieces. Three tiers. One repeatable stack. No theory.

— Stonehenge Studio

MIAMI · HOUSTON · 2026

• INDEX · WHAT YOU'LL GET

Six plays. One **engine.**

01	The Old Way Broke. Quietly. P 04 The four leaks costing you the easy money.
02	The Six-Piece Stack P 05 Website. Capture. Agents. Video. Lifecycle. Reporting.
03	Live Lead Transfer P 06 Why the phone agent is the unlock — not the chatbot.
04	GEO — The New SEO P 07 Get cited inside ChatGPT, Perplexity, Claude, Gemini.
05	Short-Form Video That Sells P 08 The hook-promise-payoff structure we run on every reel.
06	Process, Pricing, Next Steps P 09 LITHIC, MEGALITH, HENGE — pick a tier and ship.

The old way broke. Quietly.

01

● PART 01 · THE FOUR LEAKS

You're not spending too little. You're **losing** what comes in.

UNANSWERED CALLS

Average small business misses 27% of inbound calls. Each missed call = a buyer who tried, once.

UNREPLIED FORMS

Median first-reply time to a form fill is 47 hours. Conversion rate of replies sent in <5 min is 8x higher.

DEAD CONTENT FUNNEL

Most content stops at the post. No retargeting, no follow-up email, no offer. Reach without revenue.

BLIND ATTRIBUTION

Spend goes up. Numbers don't. Owner can't answer 'which channel pays?' because no dashboard ties it together.

THE INSIGHT

Marketing isn't a leak. It's the bucket. Fix the bucket.

**Six pieces.
Always-on.
On every
client.**

02

● PART 02 · THE SIX-PIECE STACK

The engine, named.

01

Conversion website

One page, one offer, one number to move. Fast. Mobile-first. Hero video that earns the scroll.

02

Lead capture

Exit-intent gift. Calendar embed. Multi-step form that feels like a conversation, not a wall.

03

AI agents

Voice with live lead transfer. Chat trained on the offer. SMS setter. After-hours receptionist.

04

Short-form video

60s reels with hook-promise-payoff. Captions burned in. Made for paid and organic.

05

Lifecycle automations

Welcome, nurture, re-engagement. Email + SMS. Tagged by source, fired by behavior.

06

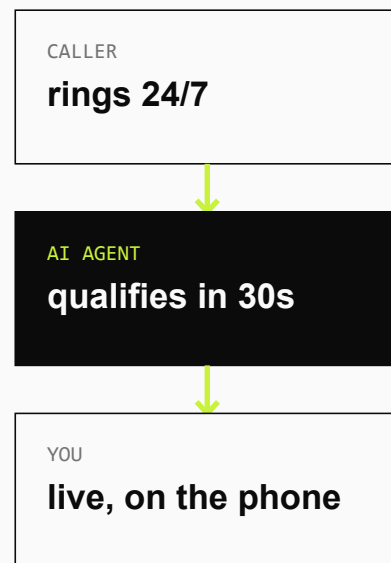
Reporting

One dashboard. One number. Cost-per-qualified-lead by channel, updated daily.

● PART 03 · THE UNLOCK

Live lead transfer is the **magic** trick.

An AI voice agent picks up your phone. It is trained on your offer, your pricing, and your one rule for who you take a meeting with. It qualifies the caller in real time. The moment it hears a sales-ready prospect, it warm-transfers them — speaking — to your phone. Under three seconds. Almost no agency builds this end-to-end. We do.

**≤ 3s**

WARM-TRANSFER

24/7

PICK-UP TIME

100%

LOGGED IN CRM

0

MISSED CALLS

● PART 04 · THE NEW SEARCH

GEO is the new SEO.

Generative Engine Optimization. The practice of making a brand citable inside AI search — ChatGPT, Perplexity, Claude, Gemini, Google AI Overviews. Different mechanics than classic SEO. Same fight, new field.

CLASSIC SEO (2010s)

BACKLINKS

KEYWORDS

TITLE TAGS

META DESCRIPTIONS

RANK ON GOOGLE

GEO (2026)

ENTITY GRAPH & SCHEMA.ORG

DIRECT FACTUAL CLAIMS

LLMS.TXT + STRUCTURED SUMMARIES

CITABLE STATISTICS

GET CITED BY THE AI

WHAT WE DEPLOY

Schema.org entity SEO · llms.txt brand summary · Citable stats · Quarterly citation audit

● PART 05 · THE REEL

Hook. Promise. **Payoff.**

Every reel we ship runs on the same

0-1s

HOOK

Pattern interrupt. Visual snap, ugly truth, or the contrarian claim.

2-3s

PROMISE

Specific outcome. With a number when you have one. No fluff.

4-60s

PAYOFF

Demo, walk-through, or the proof. Earn the save, the share, the click.

● PART 06 · PROCESS & PRICING

Three depths. One **engine.**

LITHIC is the foundation. MEGALITH is the lead engine. HENGE is the consultation.

<h2>LITHIC</h2> <p>Single Custom Website</p> <h1>\$150</h1> <p>ONE-TIME</p> <ul style="list-style-type: none">● Custom design + dev● AI chat agent● Lead capture form● SEO + AIO + GEO baseline● Ships in ~3 weeks	<p>THE ENGINE</p> <h2>MEGALITH</h2> <p>Lead Engine</p> <h1>\$375</h1> <p>+ \$150 / MO</p> <ul style="list-style-type: none">● Everything in LITHIC● AI voice agent + live transfer● 3 lead-capture automations● Monthly content updates● Ongoing maintenance	<h2>HENGE</h2> <p>AI Consultation</p> <h1>Discovery</h1> <p>CALL TO SCOPE</p> <ul style="list-style-type: none">● 1-on-1 AI consultation● Custom AI builds (RAG, MCP)● Super-agent installation● Team workshops + GEO● Quarterly CRO sprints
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WHEN YOU'RE READY

Let's build your engine.

One call, one written brief, one number we move. The clock starts when you do.

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BOOK A 15-MIN CALL →

