VESTRA.STUDIO

FREE RESOURCE

The AI Profit Opportunity **Report**

Where your business may be leaving revenue on the table, and a simple way to find the opportunity worth tackling first.

01
FIND THE BOTTLENECK

02
CHOOSE THE FIRST IMPROVEMENT

03
MEASURE WHAT CHANGES

By **Todd Graves** · Founder, Vestra.Studio · vestra.studio

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Who this report is for

This is for owners and operators of established businesses who are ready to invest in AI, not just experiment with it. If AI can generate more than it costs through increased revenue, reduced overhead, or compounding efficiency, you are the right fit.

The instincts of a business owner. The leverage **of AI.**

Here is the uncomfortable truth. Most businesses are leaving revenue on the table every month and don't see it, because the losses are quiet: a missed call, a quote that never got a follow-up, a past customer nobody reached back out to.

I've spent over 15 years as a multi-market brand leader, building strategy for companies that compete at the highest levels across national franchise and retail environments. But before any of that, I built something from scratch.

In 2008, I opened a franchise location. From architectural drawings to construction, staffing, and opening day. Months later, the financial crisis hit. Instead of closing, I found new ways to generate revenue and kept the doors open for eight years, then sold the business successfully at the end of 2016.

That experience of navigating real pressure with real money on the line is what separates Vestra.Studio from consultants who have only ever worked inside someone else's company. ROI isn't a talking point for me. It's personal.

Most AI consultants understand the technology. Very few understand the brand, the positioning, and the revenue levers underneath it. That's the gap Vestra.Studio fills. I'm also a member of the AI Profit Consultants Network.

This report will show you where to look for the revenue you're leaving on the table, and a practical way to decide what to tackle first. Let's get into it.

Todd Graves

Founder, Vestra.Studio

Score your business in 10 minutes.

Check the answer that best describes where your business is today. Add up your points at the end.

SECTION A · OPERATIONS

Do you have documented, repeatable workflows for your core processes?

- ☐ **0 pts** No, most processes live in people's heads
- ☐ **1 pt** Some, partially documented
- ☐ **2 pts** Yes, well documented and followed

How much time does your team spend on manual admin or repetitive tasks each week?

- ☐ **0 pts** More than 10 hours total
- ☐ **1 pt** 5 to 10 hours total
- ☐ **2 pts** Less than 5 hours total

Do you use any automation tools currently?

- ☐ **0 pts** No automation at all
- ☐ **1 pt** Some basic automation
- ☐ **2 pts** Yes, meaningful automation in place

SECTION B · MARKETING & CONTENT

How long does it take to produce one piece of marketing content?

- ☐ **0 pts** Several days or longer
- ☐ **1 pt** One to two days
- ☐ **2 pts** A few hours or less

How consistent is your brand voice across every channel?

- ☐ **0 pts** Inconsistent, varies by person
- ☐ **1 pt** Somewhat consistent
- ☐ **2 pts** Very consistent, documented guidelines

SECTION C · CUSTOMER EXPERIENCE

How quickly does your team respond to new leads or inquiries?

- ☐ **0 pts** Hours to days
- ☐ **1 pt** Within an hour
- ☐ **2 pts** Within minutes, automated first response

Do you have a system to follow up with prospects who don't convert right away?

- ☐ **0 pts** No formal follow-up system
- ☐ **1 pt** Manual follow-up, inconsistent
- ☐ **2 pts** Automated follow-up sequences in place

How reliably do you capture calls and inquiries after hours?

- ☐ **0 pts** Missed calls go to voicemail and sit
- ☐ **1 pt** We call back the next business day
- ☐ **2 pts** Every call is captured and answered quickly

SECTION D · DATA & DECISIONS

How do you make major business decisions?

- ☐ **0 pts** Mostly gut instinct
- ☐ **1 pt** A mix of data and instinct
- ☐ **2 pts** Primarily data-driven with clear KPIs

Can you see your key business metrics in one place?

- ☐ **0 pts** No, data lives in multiple places
- ☐ **1 pt** Partly, some metrics tracked
- ☐ **2 pts** Yes, a unified dashboard reviewed regularly

Add up your score

SCORE	WHAT IT MEANS	RECOMMENDED FIRST STEP
0–6	High opportunity. Several places to recover revenue quickly.	Start with a complimentary AI Profit Audit.
7–13	Moderate foundation. Targeted fixes can compound.	Focus on Levers 1, 3, and 4 first.
14–20	Strong foundation. Ready for advanced AI strategy.	An AI Profit Retainer to accelerate and scale.

Where to look first, and how to plug the gaps.

These are the seven places we look first in any business. Most owners have an opportunity in at least a few of them.

01 Missed-Call & After-Hours Capture

Every call that goes to voicemail is a job a competitor may book first. AI can answer instantly, day or night, capture the details, and book the appointment before the prospect moves on.

Recovers jobs you already earned **Effort: Low**

02 Speed-to-Lead Response

The first business to respond tends to win. AI can reply to every new inquiry in seconds by text, call, or email, so you are the first one back, not the third.

Improves close rate on new inquiries **Effort: Low**

03 Estimate & Proposal Follow-Up

Unsold quotes are often the largest pool of dormant revenue in a business. AI can follow up on every outstanding estimate automatically until you get a yes or a no. No quote goes cold from silence.

Recovers quotes that would go cold **Effort: Low**

04 Repeat Business & Reactivation

Your past customers are often the cheapest revenue you will earn, and the most neglected. AI can keep you in front of them and reach back out at the right time, turning one-time jobs into repeat ones.

A new stream from existing names **Effort: Medium**

05 Review & Reputation Engine

More positive reviews mean more inbound trust and a lower cost per lead. AI can request reviews at the right moment and route unhappy customers to you privately before they post.

Lower lead costs, higher trust **Effort: Low**

06 Scheduling & Coordination

Back-and-forth scheduling and phone tag quietly burn hours every week. AI can handle the coordination so your team spends time on billable work, not logistics.

Reclaims time and labor **Effort: Medium**

07 Referral & Word-of-Mouth

Your happiest customers would refer you if you made it easy and asked at the right time. AI can build a simple, automatic referral loop so growth compounds without more ad spend.

Lower-cost, higher-trust growth **Effort: Low**

04 · THE MULTIPLIER

The **Brand-AI Advantage**

Here is what most AI vendors miss. AI amplifies what already exists. If your positioning is unclear, AI makes it unclear at scale. If your message doesn't differentiate you, AI delivers that same flat message to more people.

> THE MULTIPLIER
>
> **Brand-strong businesses get more from AI**
>
> When a business has clear positioning, a documented voice, and a proven offer, every automated touchpoint lands on a customer who already trusts the name. That is why brand strategy comes before AI strategy at Vestra.Studio.

05 · THE MATH

A worked example you can run yourself.

Here's a simple illustration using Lever 1, missed-call capture. Plug in your own numbers and the case makes itself.

The cost of missed calls, per month

Average value of one job or sale	**$5,000**
Inbound calls missed per week	**5**
Close rate on a captured call	**20%**
Recovered jobs per month (5 x 4 x 20%)	**4 jobs**

Recovered revenue per month **$20,000**

Illustrative example only. These are placeholder numbers, not a Vestra result or a promise. Your numbers will differ. The point is the pattern: even a handful of recovered calls a month can be worth far more than the cost of fixing it.

A REAL CLIENT RESULT

"In about six weeks, Vestra Studio generated over 90 qualified leads for our business, and we converted more than half into clients. It happened during one of the most difficult periods our business had faced. Instead of just surviving, we were actually growing."

Craig R.
Business Owner, Longview, TX

This is lead-generation work for a real client, shared with permission. It is not a guarantee of similar results.

Not everything at once.

This is the sequence that tends to recover revenue fastest. A review first, then quick wins, then compounding systems.

Days 1–14
FOUNDATION

The AI Profit Audit (Complimentary)

- Review how you attract inquiries, respond to leads, and follow up
- Identify the opportunity worth tackling first, using the numbers you can share
- Leave with a prioritized next step, not a sales pitch

Outcome: a clear priority and a practical next step, at no cost.

Days 15–45
QUICK WINS

Plug the Highest-Priority Gaps First

- Turn on missed-call and after-hours capture
- Automate speed-to-lead response and follow-up
- Set up automated estimate and proposal follow-up

Outcome: agree a scope, set a baseline, and track the metric that matters.

Days 46–90
COMPOUND

Layer Systems for Compounding Returns

- Build reactivation and referral systems on top of the wins
- Optimize each system on real data from the first weeks
- Establish a monthly measurement and review cadence

Outcome: each system builds on the last, based on what the data shows.

The compounding idea

Each workflow you automate frees your team for higher-value work, and each system collects data that can improve it over time. The goal is steady, measurable progress, not a one-time project.

07 · NEXT STEPS

You've found where to look. Now **focus it.**

Insight without execution is just entertainment. The businesses that win with AI move from understanding to a focused first step, with a partner who has run a business.

AI Profit Audit

COMPLIMENTARY

A focused 30-minute review of how you attract, respond to, and follow up with leads. You leave with a prioritized opportunity and a practical next step, based on the information you share.

Start here. Most businesses that complete the audit move straight into a first project.

AI Profit Retainer

CUSTOM, SCOPED ON YOUR AUDIT CALL

Your dedicated AI profit partner, working with your business monthly to surface opportunities, guide implementation, and keep systems improving over time.

Best for businesses ready to move fast and build lasting advantage.

AI Implementation

PROJECT-BASED, SCOPED AFTER YOUR AUDIT

A focused engagement to implement your highest-priority AI systems, such as faster lead response, follow-up, and missed-call capture. Scope is agreed after your audit.

Best for businesses that want a done-for-you first build.

YOUR FREE AI PROFIT AUDIT CALL

Find your opportunity. **Keep the roadmap.**

Book a complimentary 30-minute AI Profit Audit Call. We'll review how you attract inquiries, respond to leads, and follow up, then focus on the opportunity worth tackling first.

No pressure, no obligation. If there's a fit, we'll explain what working together could look like. If not, you'll still leave with a clearer view of where to focus.

Book Your Free AI Profit Audit Call →

Todd Graves · Founder, Vestra.Studio
Book your call at www.vestra.studio