

Diesel Brains, Hillbilly Soul: what a real digital engagement looks like

Brian Tredway didn't need a website. He needed the whole system built, shown, and taught — for a business that runs on reputation and a phone number.

Client

Hillbilly Einstein Performance

Industry

Remote Diesel Performance

Based

Akron, OH • Nationwide

6

disciplines delivered in one coordinated engagement

0

emails lost in the full infrastructure migration

100%

of CTAs routed to a real phone conversation, by design

TL;DR

Diesel expert, no digital presence to match. Here's what changed.

Brian Tredway runs Hillbilly Einstein Performance out of Akron, Ohio — remote diesel tuning, turbos, injectors, full performance builds, shipped nationwide to customers who trust his word over any brand on the box. The expertise was never in question. The site, the brand, and the hosting hadn't caught up to it.

RESEARCH

BRAND

BUILD

INFRA

PLAYBOOK

HEP's brand palette, not ours — every client gets their own system.

Full disclosure: Brian and I go back to elementary school. He was one of the first people to reach out when I opened A&I, and doing this work for someone I've known that long made the project better, not more complicated — the trust was already built in.

"Lisa's known me since we were kids, so she knew I wasn't going to want some fancy dashboard. She built me something I don't have to think about — customers call, I do what I'm good at."

— Brian Tredway, Owner, Hillbilly Einstein Performance

ARTIFICE & INTELLIGENCE

THE LAB • CASE STUDY

THE BRAND TREATMENT

DIESEL BLACK
#14151A

WARRANTY ORANGE
#FF6A1A

HOT ROD AMBER
#FFB23B

SHOP STEEL
#3D3D3D

Not a pretty sticker. A working system: voice, CTAs, colors, credibility, and the grown-up shop energy Brian already had.

Try This Yourself

Five prompts to start your own digital audit. Run them, push back on the answers, keep what sounds true.

1

THE COMPETITIVE REALITY CHECK

List my 3-5 real competitors. For each: what they claim, what they actually deliver, and one messaging gap I could credibly own.

2

THE BRAND VOICE DIAGNOSTIC

Here's my About page / recent posts: [paste it]. What personality does this actually project, in three adjectives — and where does it contradict itself?

3

WHO'S ACTUALLY PAYING

Based on my last 20 customers [describe them], build a profile of who really pays me vs. who I think my customer is. Where's the gap?

4

THE CONSTRAINT AUDIT

My real-world limits are: [licensing, geography, capacity, legal, seasonal]. Flag anywhere my site or marketing conflicts with one of these.

5

THE ONE-SENTENCE REWRITE

Here's how I describe my business: [paste it]. Rewrite it in one sentence a stranger understands in five seconds — no jargon, nothing generic.

These get you 70% of the way. The last 30% is judgment — that's the working session.

WANT THIS FOR YOUR BUSINESS?

Here's how to get started.

1

Book the working session and send over your site, your socials, or just the thing that's been bugging you.

2

We spend 90 minutes live on Google Meet — no deck, no script — working the actual problem together.

3

You walk away with a recording, a one-page summary, and a plan you can act on that week.

\$250

• 90-minute working session • mention this case study (usually \$350)

Book the Working Session

Talk Custom Engagement