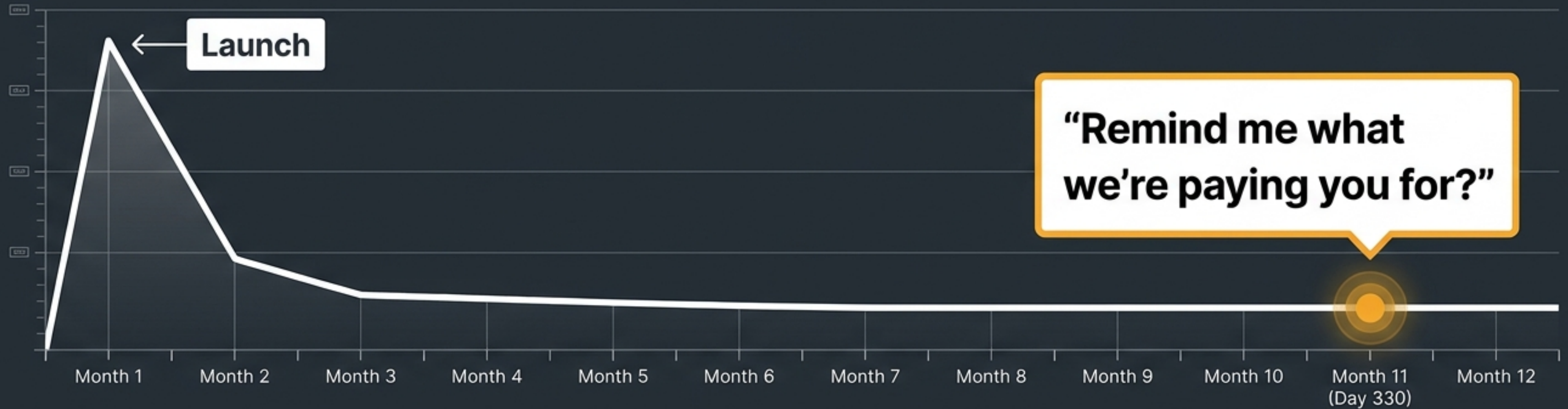


The Month 11 Problem



Income

Relationship-shaped
(recurring monthly).



Delivery

Project-shaped
(campaign launches,
site builds).



The Gap

300 days of quiet maintenance
before the renewal call.

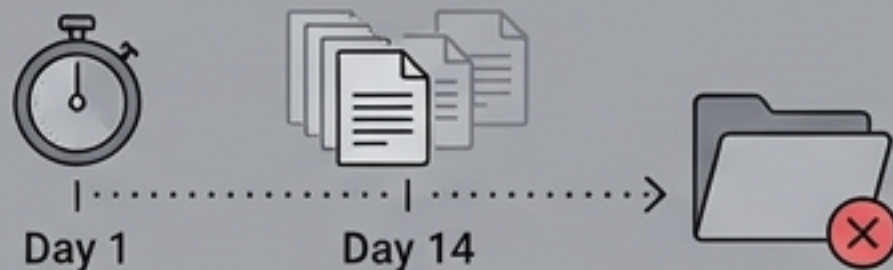


The Old Agency vs. The Intel-Powered Agency

The Old Agency

Competitive Tracking

Day 1 frantic manual review into a Day 14 untouched bookmark folder.



Client Touchpoints

Crickets between campaigns.



Renewal Prep

Scrambling to build a retrospective report proving ROI.



Margin Profile

High manual labor costs for junior analysts.



The Intel-Powered Agency

Nightly **automated sweeps** across real local competitors.



Weekly **high-value briefs** arriving in their inbox from your brand.



One-click **12-month automated** summary of intercepted threats.



Fixed wholesale software cost, **100%** retail margin retention.



The Artifact: What Actually Arrives

The Engine

MyIntelBrief tracks a business's local competitors every night (websites, prices, reviews, hiring).



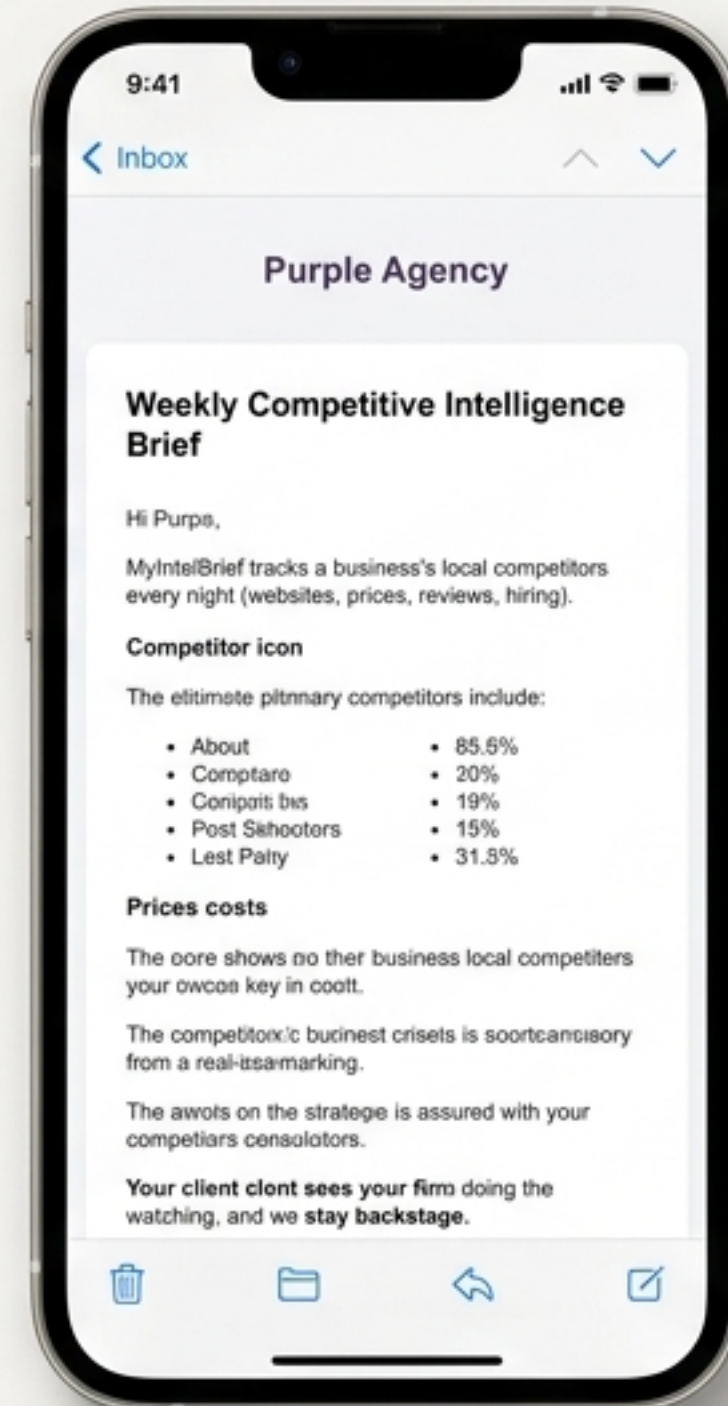
The Delivery

On chosen mornings, a three-minute brief arrives.



The Brand

Sent under **your domain**, your web address, your logo. No trace of MyIntelBrief anywhere. Your client sees your firm doing the watching, and we stay backstage.



The Anatomy of a Brief

The Signal

A named competitor and a specific, dated, checkable fact.

Market Intelligence: Tokyo Ramen Shop

→ Menya Ginga added a Shibuya branch page to their site yesterday with a grand-opening date next week, two stations from your shop.

The Action

A concrete, defensive move a busy owner can take in an afternoon.

→ **Action:** Lock in your lunch crowd before the Shibuya opening: launch a weekday set menu (ramen + gyoza + rice). Put a sandwich-board at the station exit this week.

← The Meaning
Local market context.

Three Lenses on the Local Market

The Service Mention Scorecard

Your Site		Competitor Sites
✓	24/7 Emergency Service	✓
✓	Free Estimates	—
✓	Licensed & Insured	✓
—	Same-Day Service	✓
—	Upfront Pricing	—
✓	Satisfaction Guarantee	—

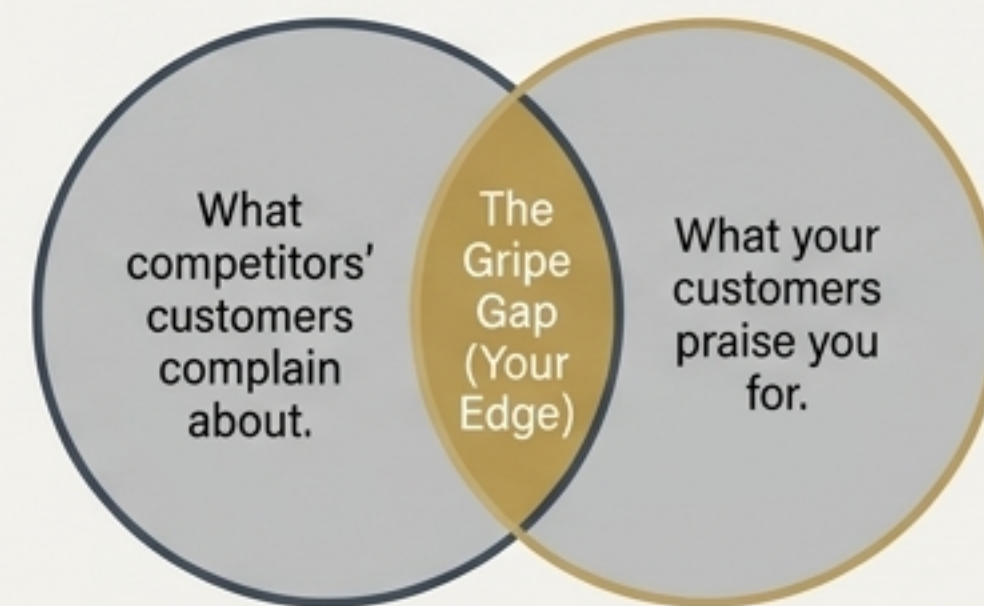
If you do it but don't say it, to a phone shopper, you don't offer it.

The Gap Map



A weighted array scoring competitors on factors customers buy on.

The Gripe Gap

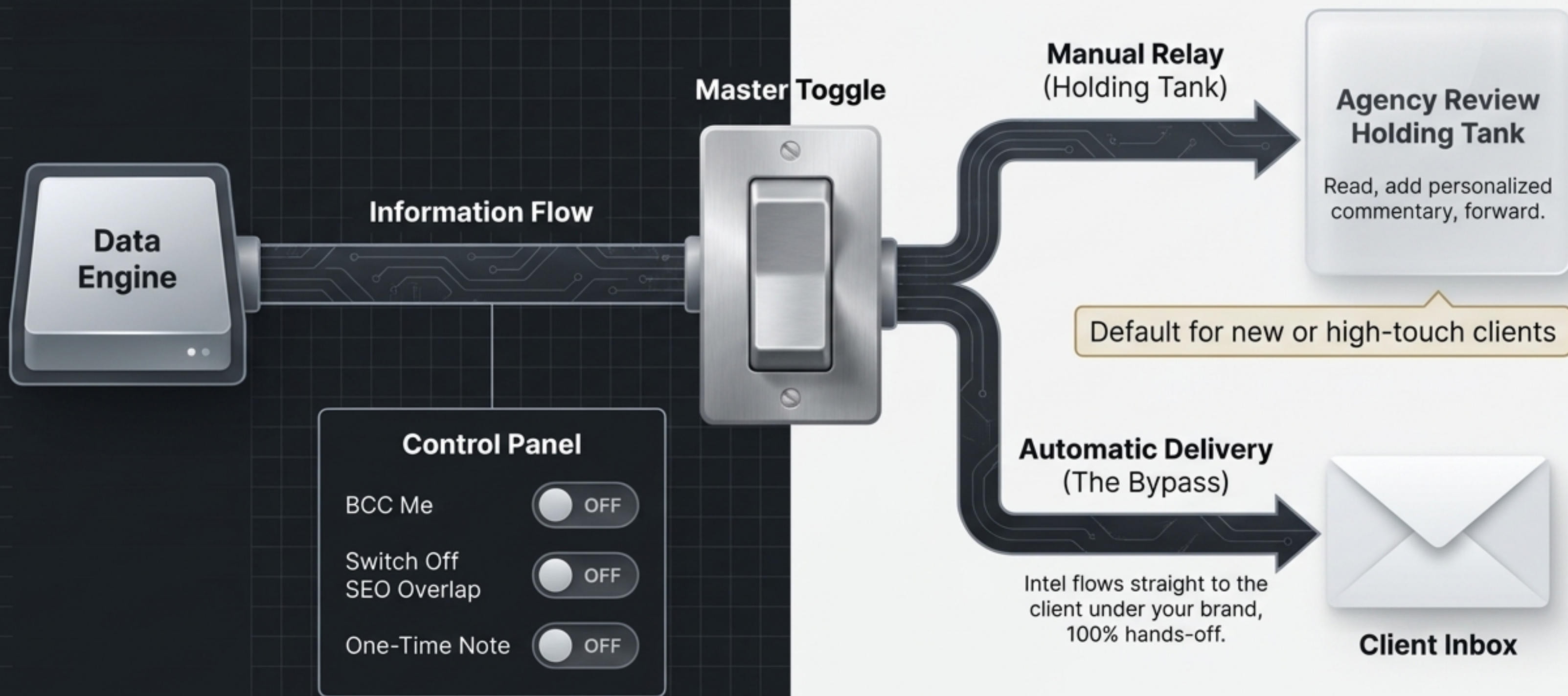


Example: Anaheim Plumber

Competitor reviews complain of surprise fees (\$1,795 quote became \$2,600 bill). Your reviews praise transparent pricing.

Action: Put what your quote includes in writing to win the side-by-side comparison.

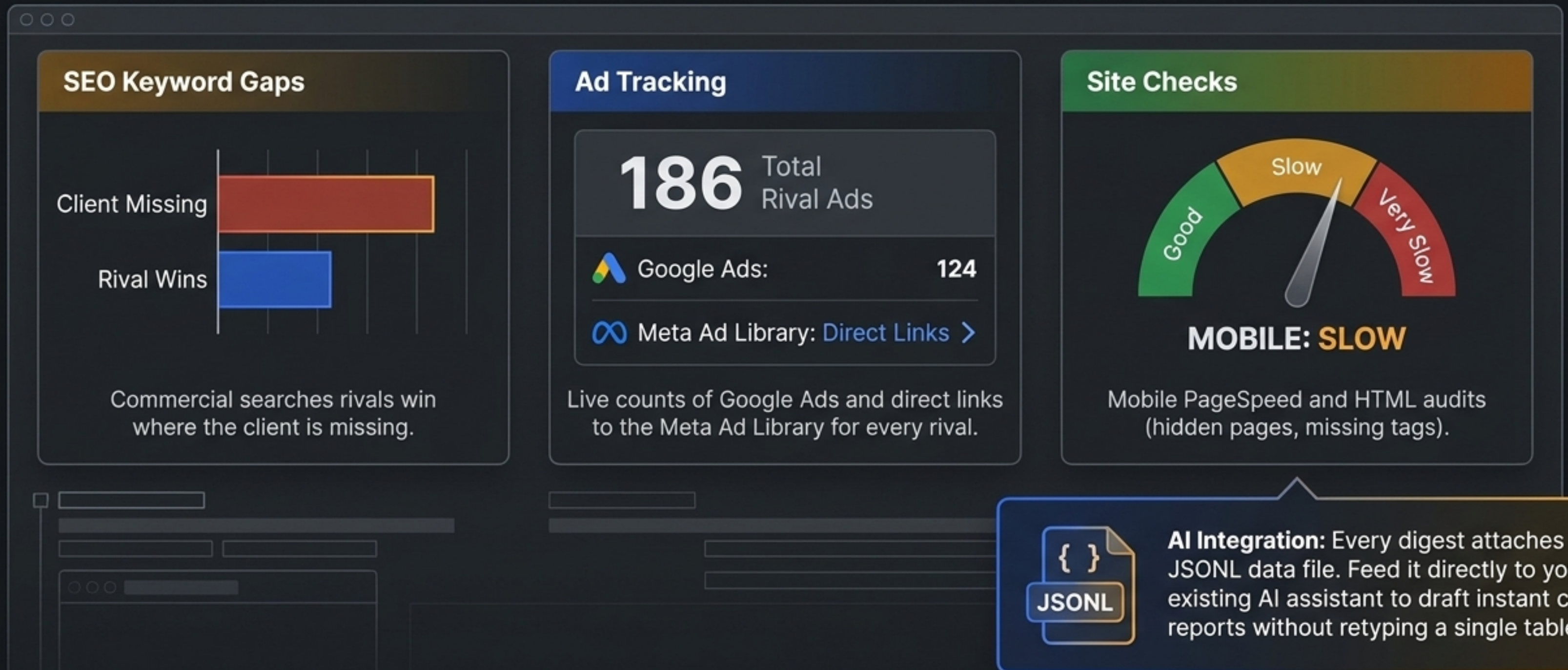
Total Delivery Control: Nothing Reaches the Client Until You Say So



Agency Marketing Intel: For Your Eyes Only



This digest **never goes to the client**. It is the raw material for your own campaigns, proposals, and conversations.



Scheduled Around Your Agency's Rhythm

2:00 AM
(The Sweep)



Data is pulled local time the night before the scheduled client meeting.

8:00 AM
(The Digest)



The Marketing Intel email is waiting in the account manager's inbox when they arrive, scoped only to their specific clients.

2:00 PM
(The Meeting)



The agency walks into the meeting with fresh Talking Points and intelligence the client hasn't seen yet.

Flexibility: Meeting Moved? A 'Move just this week' button shifts the data pull to the new day instantly.

The Teacher's Edition: Prep for Every Milestone



The Prep Rollup

Consolidates the last 7, 14, or 28 days of client briefs into a single cheat sheet for the agency prior to a touchbase.



The Monthly Summary

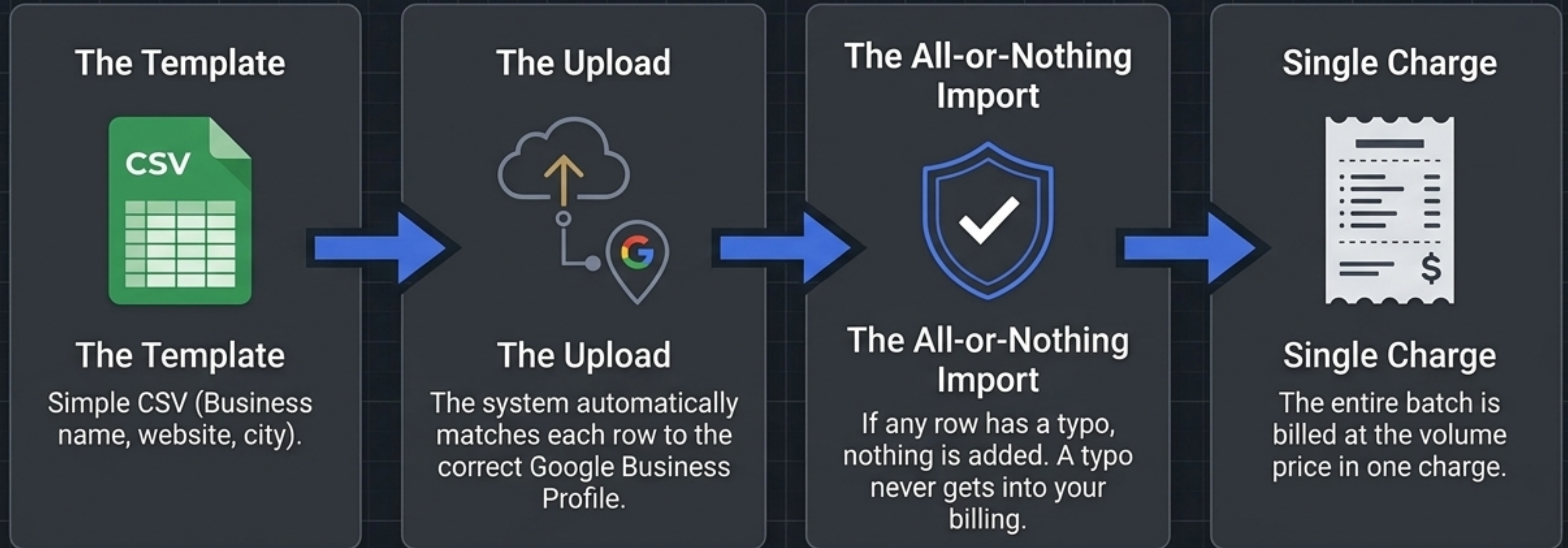
On the 1st of the month, receive a white-labeled summary of all competitor moves to paste directly into monthly retainer reports.



The 12-Month Summary

For the renewal call: one click generates a branded summary of the biggest dated, sourced competitor threats caught for the client all year.
The proof of value.

Scale Instantly: One Client or One Hundred



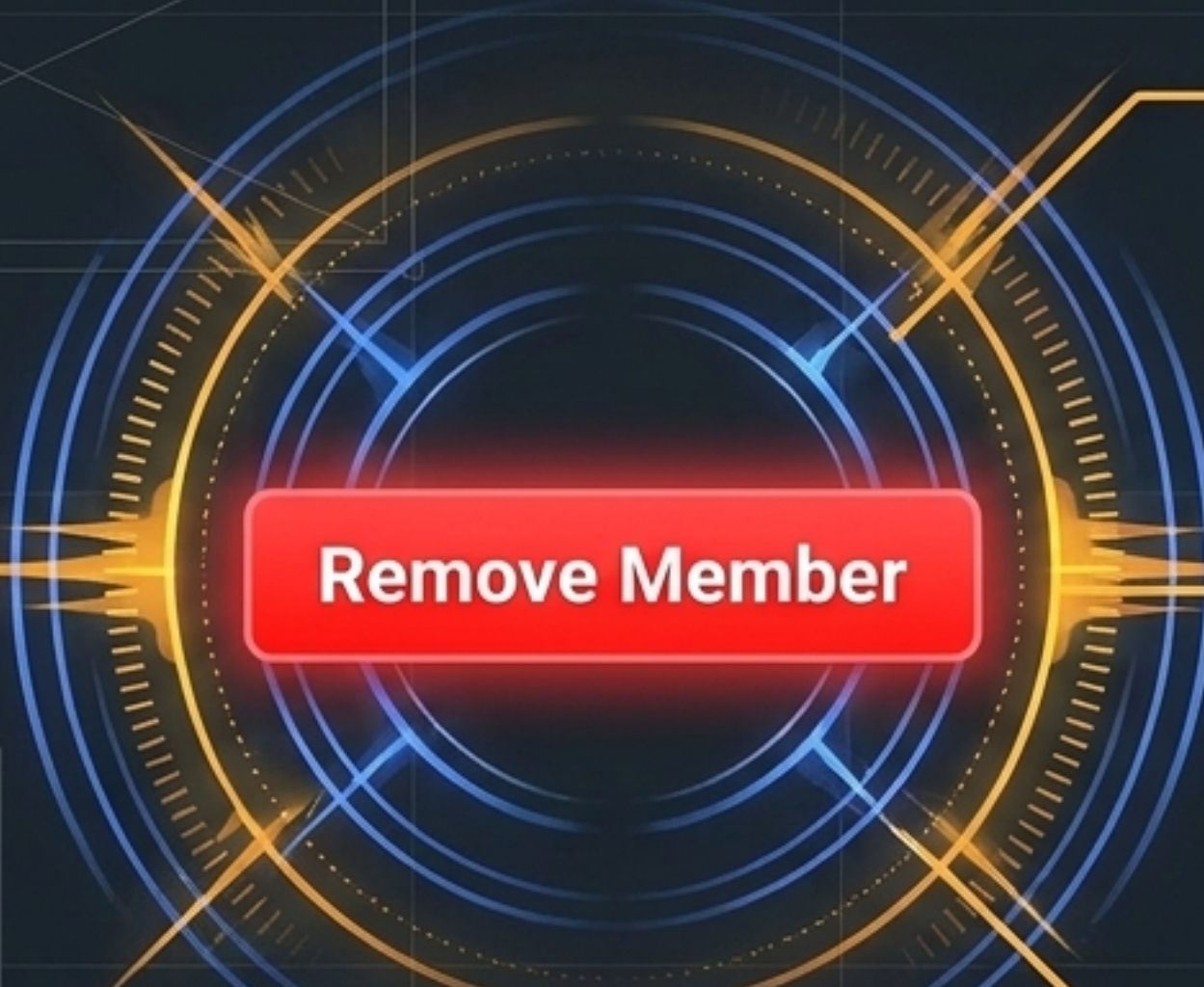
Archive and pause client billing with one click if a relationship pauses, retaining all data for when they return.

Operations & Security: Who Holds the Keys?

		Owner	Admin	Member
Change Branding & Billing				
Add/Remove Team Members				
Read Activity Log				
Edit Competitor Lists & View Intel				

The owner keeps the keys to the money and the brand. The admin runs the roster. The agency runs itself without support tickets.

Total Brand Security: One-Click Offboarding

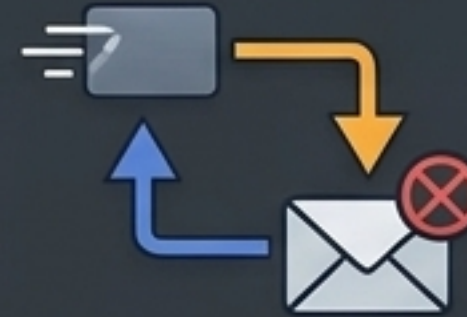


Remove Member



Shockwave 1: Instant Lockout

Clears all passkeys (Face ID/Touch ID) and open sessions simultaneously.



Shockwave 2: Delivery Reversion

Any changes the departing member made to client brief routing are reverted (preventing client briefs from going to personal inboxes).



Shockwave 3: The Permanent Record

A locked Activity Log vault remains intact, preserving the immutable history of every client page viewed and setting changed.



No more changing a shared agency password on a sticky note and hoping nothing was missed.

The Tailored Suit Philosophy

Most software is sold off the rack. MyIntelBrief acts like a tailor—founding agencies ask for specific workflows, and we build them as configurable settings for everyone.

Frequency

Monthly

Weekly

Bi-Weekly

Monthly

Collect paid ad data weekly, bi-weekly, or monthly.

Reporting

Weekly

Monthly

Quarterly

Set report periods to weekly, monthly, or quarterly.

Filtering

Enter URL path...

Add

/staging.mysite.com

/portal/client-access

/beta/new-feature

/admin/preview

Implement a 'Noindex Ignore List' up to 50 paths to hide staging sites/portals from site audits.

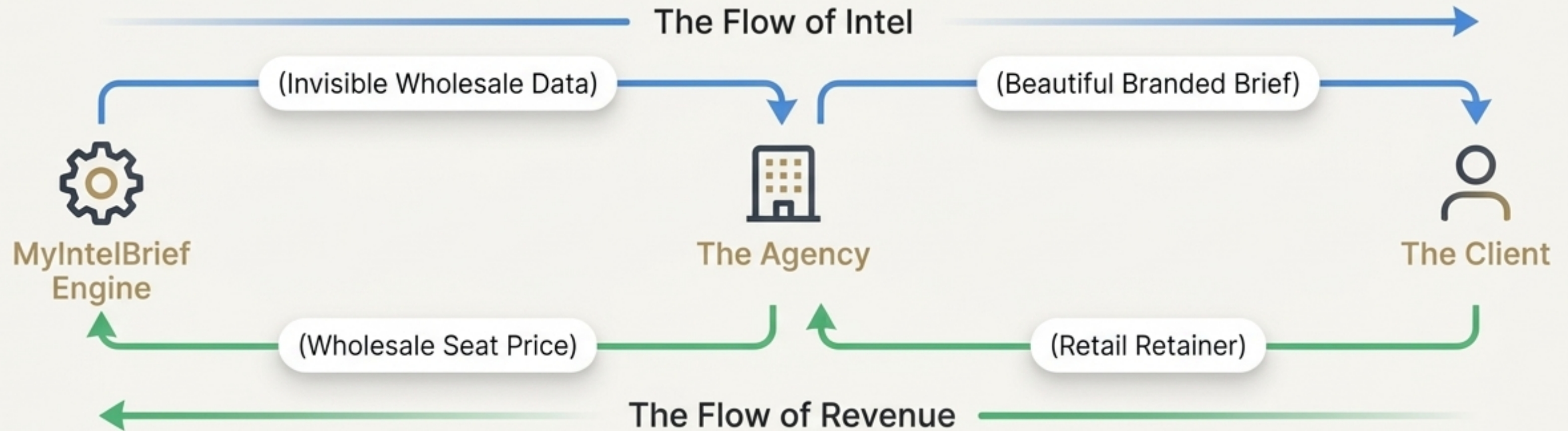
Security

ON



Enforce agency-wide Passkey policies (Hardware keys, Windows Hello) with one click.

The Economic Engine: You Set the Price



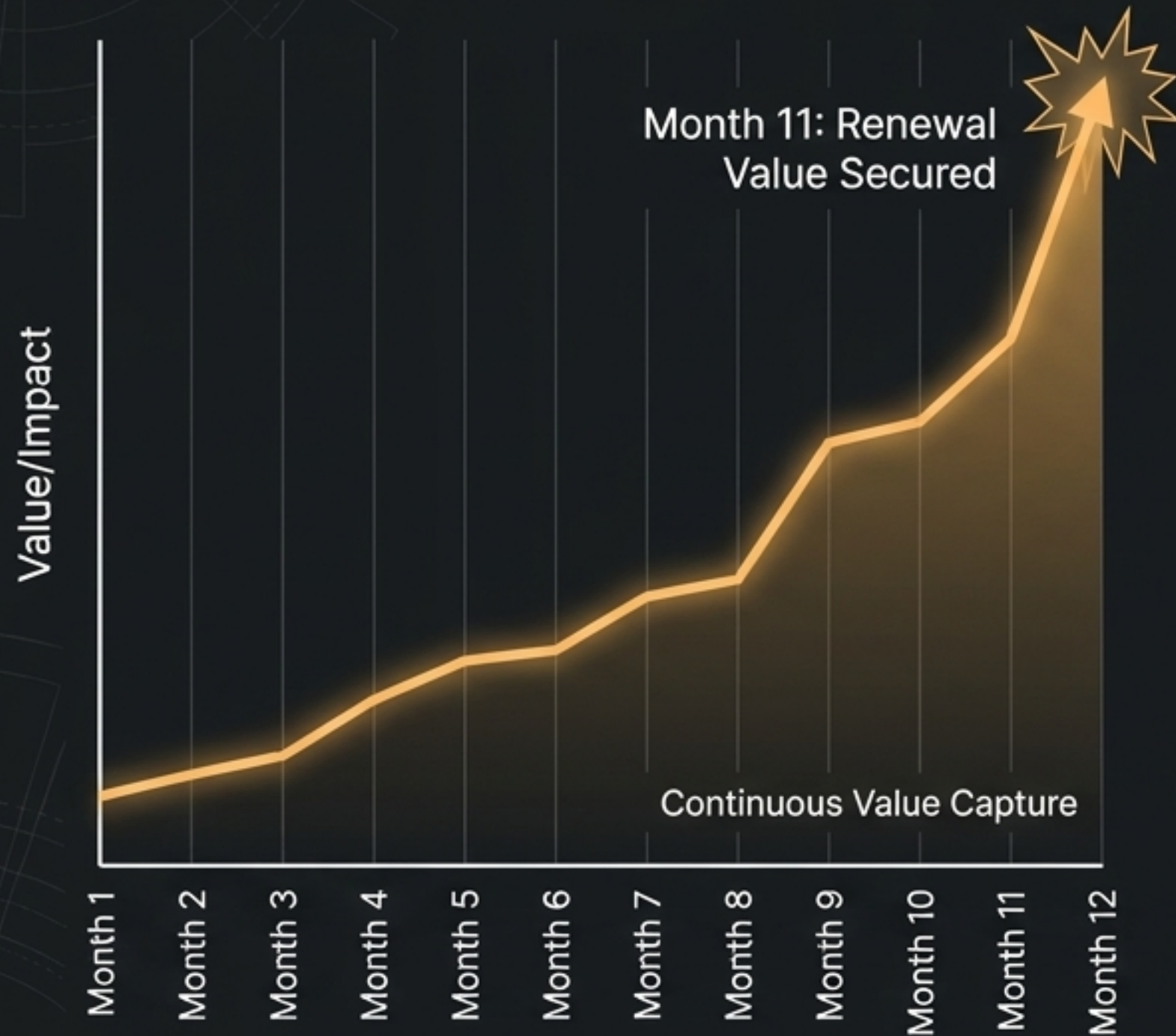
Margin Control

You bill the client directly. You decide the markup.
You decide if it's a line item or a retainer inclusion.

The Live MRR Dashboard

Inside your dashboard, input your retail price to see
live Gross Margin and MRR as you add clients.

The Renewal Answers Itself



- By Month 11, your client has seen your agency's name attached to their competitors' strategic moves every single week.
- You hold the 12-Month Summary proving every threat you intercepted.
- You captured all the perceived value and margin.
- We remain happily invisible backstage.

Final Actionable Detail: 25 complete sample briefs across 19 industries are published free.
See exactly what your clients will see.