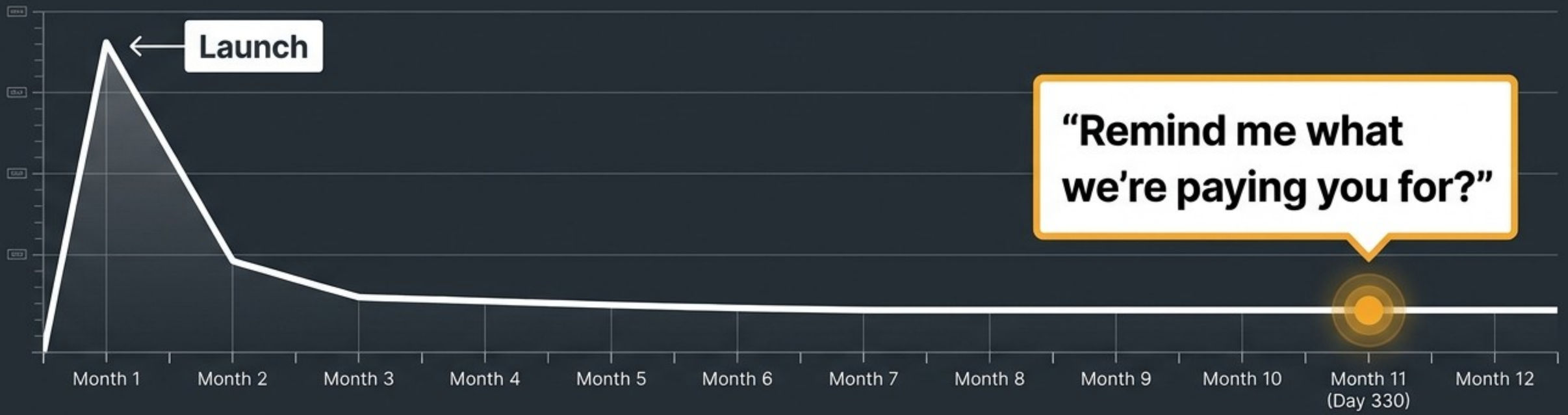
The Month 11 Problem



Income

Relationship-shaped (recurring monthly).

Delivery

Project-shaped (campaign launches, site builds).

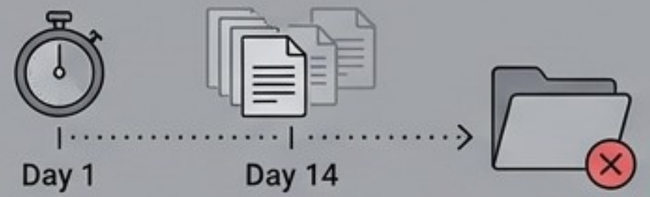
The Gap

300 days of quiet maintenance before the renewal call.

Gemini Notebook

The Old Agency vs. The Intel-Powered Agency

The Old Agency	The Intel-Powered Agency
Competitive Tracking Day 1 frantic manual review into a Day 14 untouched bookmark folder.	Nightly automated sweeps across real local competitors.
Client Touchpoints Crickets between campaigns.	Weekly high-value briefs arriving in their inbox from your brand.
Renewal Prep Scrambling to build a retrospective report proving ROI.	One-click 12-month automated summary of intercepted threats.
Margin Profile High manual labor costs for junior analysts.	Fixed wholesale software cost, 100% retail margin retention.

















Gemini Notebook

The Artifact: What Actually Arrives

The Engine

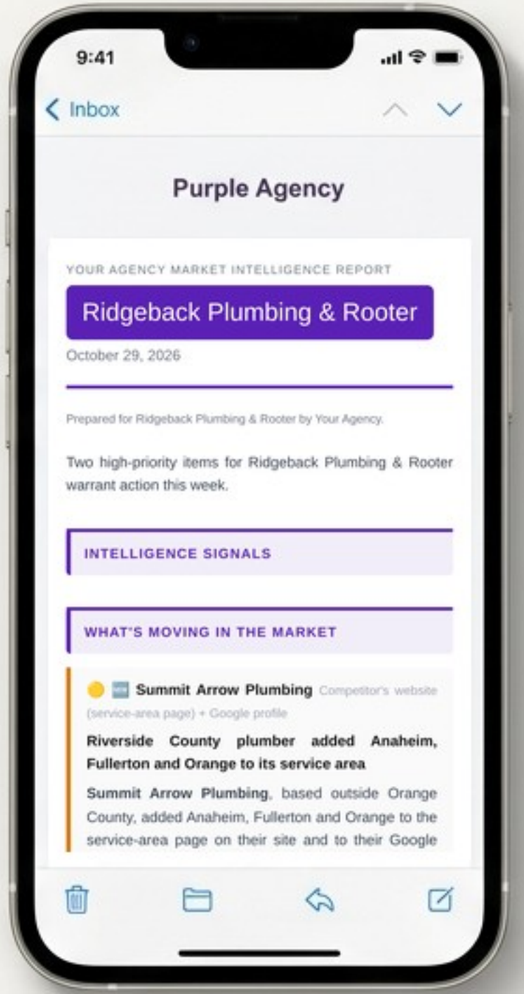
MyIntelBrief tracks a business's local competitors every night (websites, prices, reviews, hiring).

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.



Gemini Notebook

The Anatomy of a Brief

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

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

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.

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.

Gemini Notebook

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	—

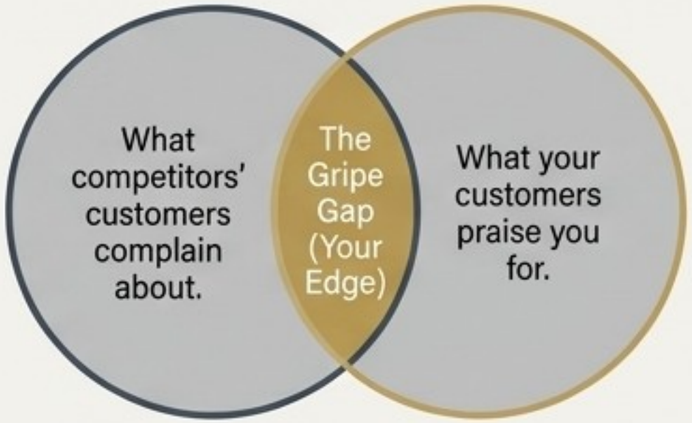
If you do it but don't say it, to a phone shopper, you don't offer it.

The Gap Map



A weighted array scoring competitors on factors customers buy on.

The Gripe Gap



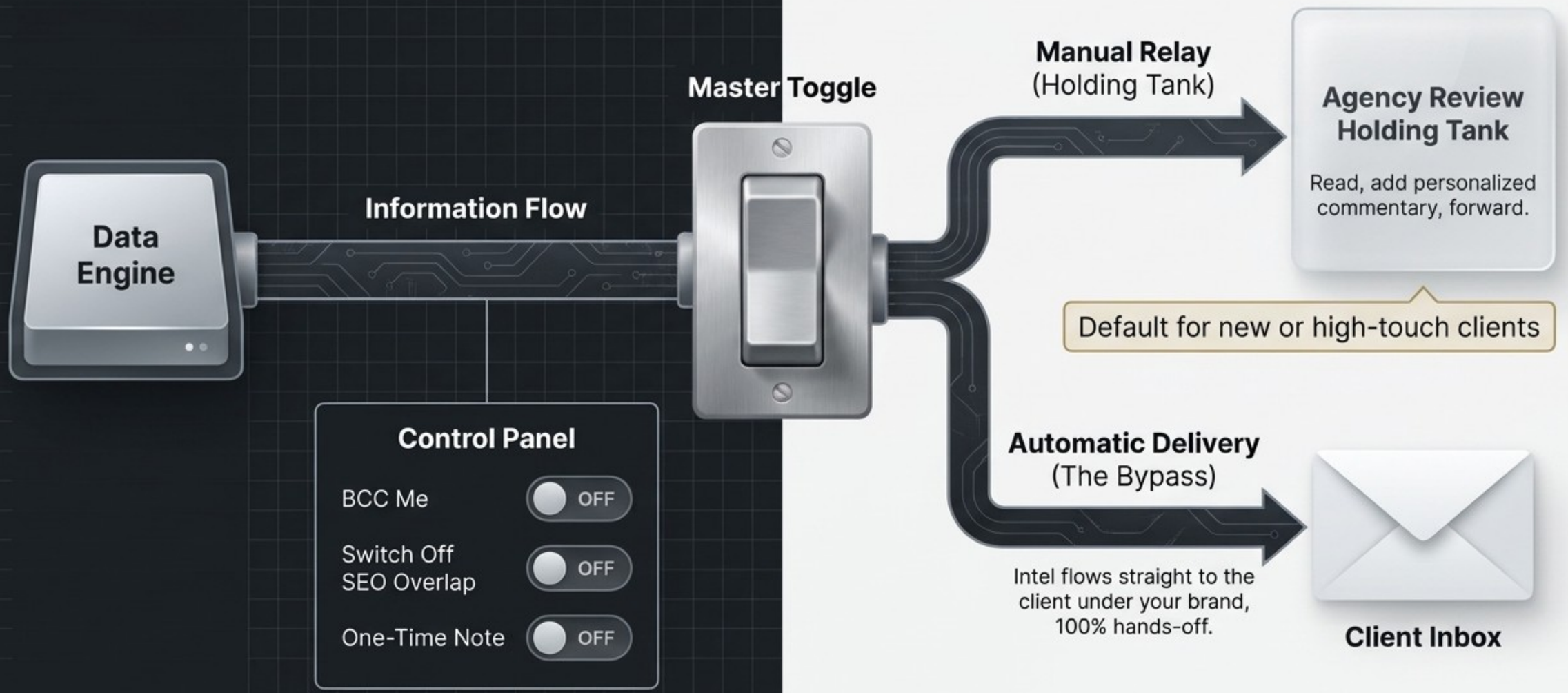
Example: Anaheim Plumber

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.

Gemini Notebook

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



Gemini Notebook

Agency Marketing Intel: For Your Eyes Only

TOP SECRET / EYES ONLY

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

SEO Keyword Gaps



Commercial searches rivals win where the client is missing.

Ad Tracking

186 Total Rival Ads

Google Ads: **124**

Meta Ad Library: Direct Links >

Live counts of Google Ads and direct links to the Meta Ad Library for every rival.

Site Checks



MOBILE: SLOW

Mobile PageSpeed and HTML audits (hidden pages, missing tags).



AI Integration: Every digest attaches a JSONL data file. Feed it directly to your existing AI assistant to draft instant client reports without retyping a single table.

Gemini Notebook

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.

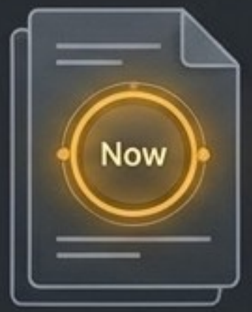
2:00 PM
(The Meeting)

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.

Gemini Notebook

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.

Gemini Notebook

Scale Instantly: One Client or One Hundred

The Template



The Template

Simple CSV (Business name, website, city).

The Upload



The Upload

The system automatically matches each row to the correct Google Business Profile.

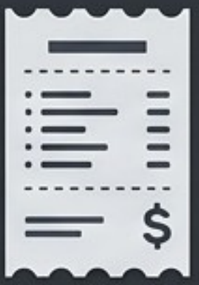
The All-or-Nothing Import



The All-or-Nothing Import

If any row has a typo, nothing is added. A typo never gets into your billing.

Single Charge



Single Charge

The entire batch is billed at the volume price in one charge.

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

Gemini Notebook

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.

Gemini Notebook

Total Brand Security: One-Click Offboarding

Remove Member

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



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

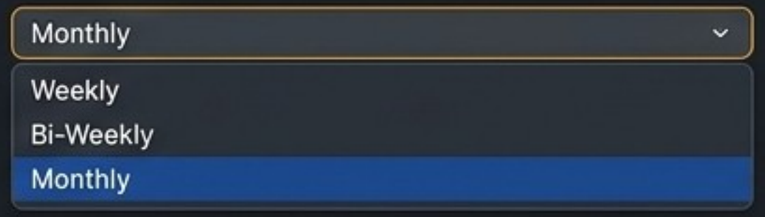
A locked Activity Log vault remains intact, preserving the immutable history of every client page viewed and setting changed.

Gemini Notebook

The Tailored Suit Philosophy

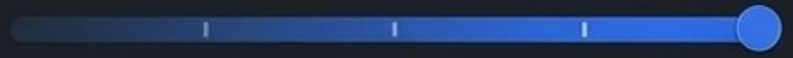
Most software is sold off the rack. MyIntelBrief acts like a tailor—founding agencies ask for specific workflows, and we build them as configurable settings for everyone.

Frequency



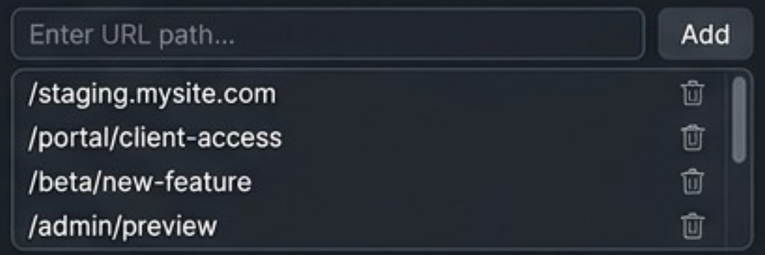
Collect paid ad data weekly, bi-weekly, or monthly.

Reporting



Set report periods to weekly, monthly, or quarterly.

Filtering



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

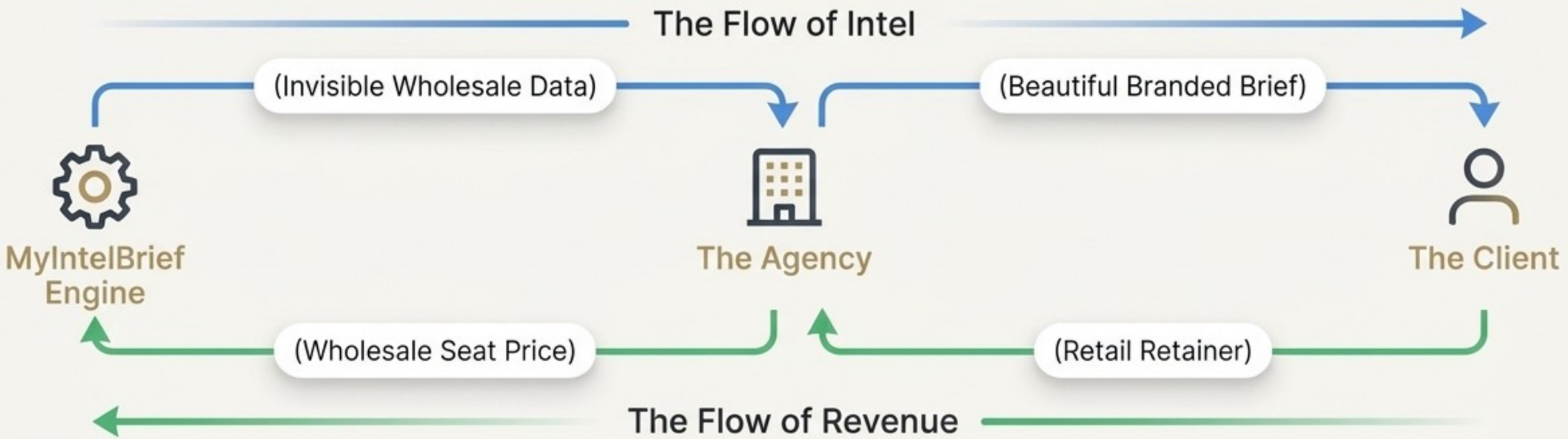
Security



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

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The Economic Engine: You Set the Price



Margin Control

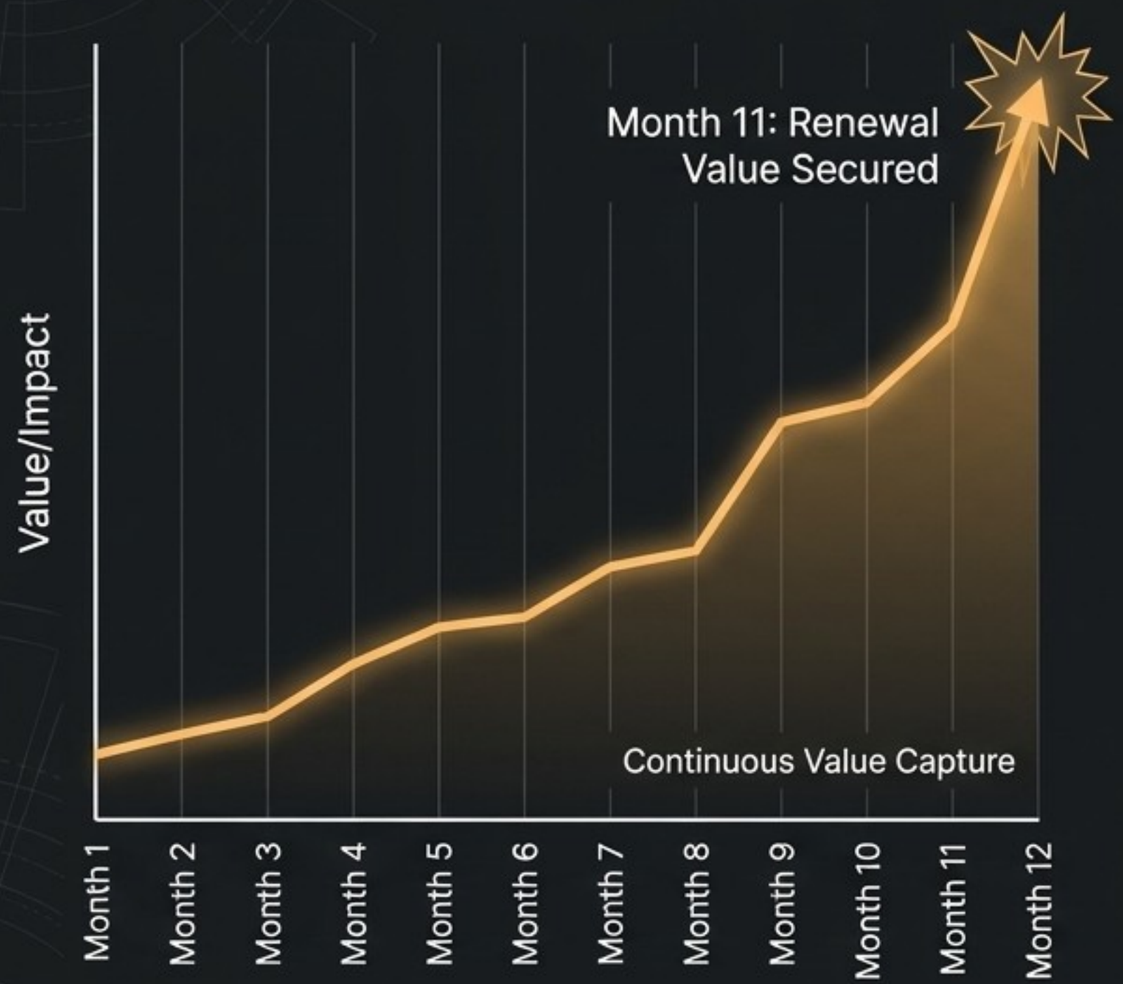
You bill the client directly. You decide the markup. You decide if it's a line item or a retainer inclusion.

The Live MRR Dashboard

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

Gemini Notebook

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.

Gemini Notebook