

THE 8AM BRIEF

YOUR NUMBERS, READ FOR YOU, EVERY MORNING

A plain-language summary of how the business did yesterday — in your inbox before coffee. No dashboards, no analyst. Save this.

NIKITA GLEBOV
FORMA

SWIPE →

AGENCYFORMA.COM

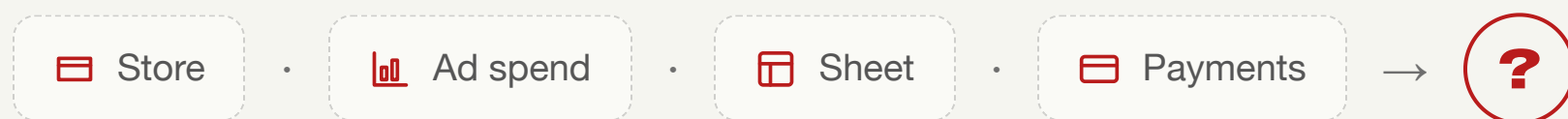


WHY MORNINGS FEEL BLIND

FIVE TABS. NO CLEAR ANSWER.

Revenue lives in your store. Ad spend lives in another tool. Cash lives in a spreadsheet. To know whether yesterday was actually good, someone has to stitch it together by hand — so the answer arrives late, half-checked, or never.

By the time the picture is clear, the day's decisions are already made on a hunch.



→ Here's what could land in your inbox instead

08:00 - BEFORE YOU OPEN A SINGLE TAB

ONE EMAIL. THE WHOLE PICTURE.

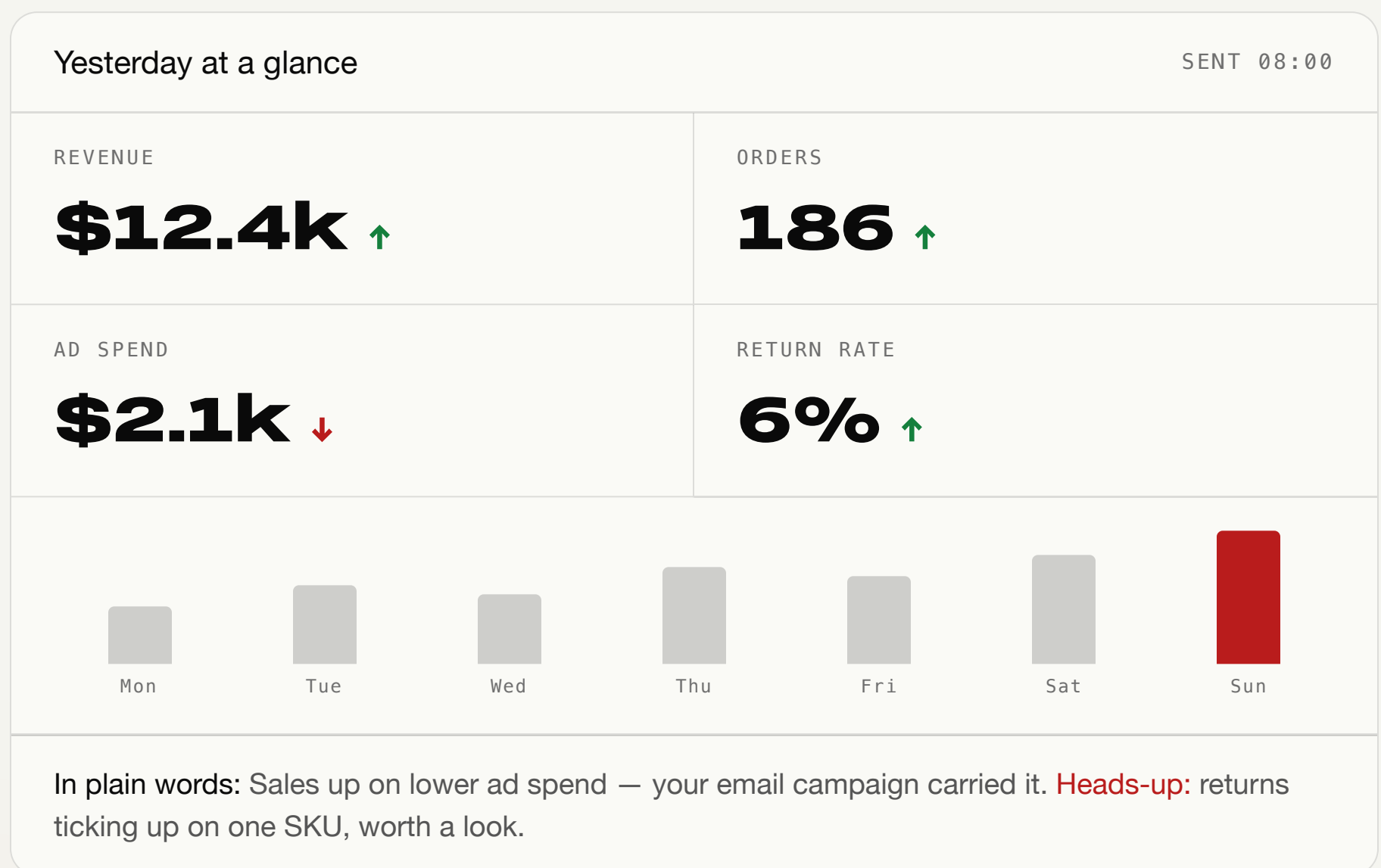






ILLUSTRATION OF THE FORMAT. YOUR METRICS, PULLED FROM YOUR OWN SOURCES.

→ So how does it build that, on its own?

WHAT HAPPENS WHILE YOU SLEEP

YOUR DATA → A CLEAR SUMMARY.

- STEP 01
 **Pulls your numbers**
Store, ads, sheets, payments — connected to the sources you already use.
- STEP 02
 **Compares to yesterday & last week**
Spots what moved, what's up, what's off — no formulas to maintain.
- STEP 03
 **Writes it in plain language**
A short brief a human reads in 30 seconds — not a wall of charts.
- STEP 04
 **Delivers on a schedule**
Email, Slack or Telegram — daily, weekly, or after a launch. You pick.

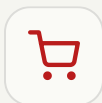
“On a schedule” just means it runs by itself at a set time — you don't click anything.



ARTEM AKHRAMENKO
wires it into your tools — FORMA

WHERE A MORNING BRIEF EARNS ITS KEEP

WHO THIS IS FOR.



Online stores

Revenue, orders, ad ROAS and returns in one glance — catch a bad day before it becomes a bad week.



Agencies

A per-client snapshot every Monday — ready to forward, no analyst pulling screenshots.



Founders & ops

Cash, pipeline and spend summarized daily — decisions on fresh numbers, not last month's.



Retail & multi-site

Every location compared side by side — the outlier surfaces itself.

→ You've been sold "AI dashboards" before. [Read this](#)

THE HONEST PART

WHAT IT IS — AND ISN'T.

NO **It doesn't invent numbers.** Every figure is pulled from your own sources — if a source is missing, it says so instead of guessing.

NO **Not another dashboard to check.** The summary comes to you — the whole point is to stop logging in.

NO **It won't make the call for you.** It hands you a clear picture; the decision stays yours.

NO **Not one more subscription.** It runs on your own setup, on your servers — a system you keep, not rent.

SEE YOUR OWN 8AM BRIEF

WHAT WOULD YESTERDAY'S **BRIEF** SAY?

Tell us the 3 numbers you check most and where they live. In 48 hours we'll send you back a real sample morning brief, built from your sources. No pitch.

→ agencyforma.com

→ hello@agencyforma.com



NIKITA GLEBOV
I'll build it myself — FORMA

↗ SAVE & SEND THIS TO YOUR TEAM