

**ON1010**

*The Investor's Economic Wire*

# Your Subscriber Guide

Everything you need to get the most  
from your ON1010 subscription.

## **Inside this guide:**

- What you receive and when it arrives
- How to read our economic analysis
- The ON1010 analytical framework
- How subscribers use ON1010 in their routine
- Premium research: what serious investors unlock
- Your economic calendar quick reference

# 01 Welcome to ON1010

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Thank you for joining ON1010. You have just signed up for something different.

Every day, a flood of economic data hits the wire. Jobs numbers, inflation readings, Fed statements, GDP revisions, trade data, housing starts, consumer sentiment surveys. The list goes on. Most people either ignore it all or get overwhelmed trying to keep up.

ON1010 exists to solve that problem. We take the noise and turn it into signal. Our AI-powered analytical engine processes institutional-grade economic data, then our editorial framework translates it into clear, actionable analysis. In plain English. Before you need it.

**Our promise:** You will understand what is happening in the economy, why it matters, and what to watch next. No economics degree required. No hours lost to financial news.

This guide walks you through everything you receive as a subscriber, how to use it, and how to get the most from your ON1010 experience. Whether you are here for the free daily briefings or our premium deep-dive research, this is your roadmap.

## 02 Your Content Calendar

ON1010 delivers four distinct products, each designed for a different purpose. Here is exactly what arrives, when, and what to expect.

Product	Frequency	Delivery	What You Get
<b>The Morning Bell</b>	Every weekday	Before market open	Pre-market economic briefing: data releases, policy moves, market signals
<b>The Sunday Wire</b>	Every Sunday	7:00 AM ET	Weekly deep analysis: themes, insights, and what to watch next week
<b>The Invisible Hand</b>	Monthly	First week of each month	PREMIUM: Deep-dive report on a single high-impact economic force
<b>The Signal Report</b>	Quarterly	After quarter closes	PREMIUM: Macro assessment of the full economic landscape

### The Morning Bell | Your Daily Edge

This is your pre-market briefing. Every weekday morning, before the opening bell, The Morning Bell lands in your inbox with a concise breakdown of the economic data that dropped overnight, any policy moves or Fed commentary, and the market signals worth paying attention to.

Think of it as your economic morning coffee. It takes about 3 minutes to read, and it ensures you start every trading day informed, not guessing.

### The Sunday Wire | Your Weekly Deep Dive

While The Morning Bell gives you the daily pulse, The Sunday Wire steps back and connects the dots. Every Sunday morning, you receive a curated analysis that identifies the week's most important economic themes, explains why they matter, and tells you what to watch in the week ahead.

This is where the real insight lives. The Sunday Wire goes beyond what happened and asks: *what does it mean?* It is the kind of analysis that used to be reserved for institutional research desks.

## 03 How to Read Our Analysis

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ON1010 analysis follows a consistent framework so you always know what you are looking at. Once you understand our approach, every report becomes faster to read and easier to act on.

### The Three Layers

- 1. What happened.** We start with the facts. The data release, the policy statement, the market move. No spin, no opinion yet. Just the numbers and what they measured.
- 2. Why it matters.** This is where ON1010 earns its keep. We explain the context: how this data point connects to inflation, employment, growth, or monetary policy. We show you the *relationships* between data points, not just the data points themselves.
- 3. What to watch.** Every analysis ends with a forward look. What comes next? What data releases will confirm or challenge the trend? What should you be paying attention to?

**Pro tip:** Start with the "What to Watch" section if you are short on time. It gives you the forward-looking takeaway in 30 seconds. Then read backward through "Why It Matters" when you have a few more minutes.

### Multi-Factor Analysis

One thing you will notice: ON1010 never attributes a market move or economic shift to a single cause. The economy is a system, and systems do not have simple explanations.

When we analyze a jobs report, we do not just tell you the headline number. We show you how it connects to wage growth, which connects to consumer spending, which connects to corporate earnings expectations, which connects to Fed policy. **This multi-factor approach is what separates institutional-grade analysis from headline-chasing.**

Over time, reading ON1010 trains your brain to think this way too. That is by design.

## 04 The ON1010 Analytical Framework

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Behind every ON1010 report is an analytical engine that processes data from the same sources used by institutional investors and central banks. Here is how it works.

### Our Data Sources

- **FRED (Federal Reserve Economic Data):** The gold standard for U.S. economic time series. Interest rates, employment, inflation, GDP, and hundreds of other indicators.
- **Bureau of Labor Statistics (BLS):** Employment data, consumer prices (CPI), producer prices (PPI), and wage data.
- **Bureau of Economic Analysis (BEA):** GDP, personal income, consumer spending (PCE), and trade data.
- **Energy Information Administration (EIA):** Oil inventories, natural gas storage, energy prices, and production data.
- **U.S. Treasury:** Yield curve data, auction results, and government debt dynamics.

### AI + Human Expertise

ON1010 uses artificial intelligence, and we are upfront about it. But here is what makes our approach different: we do not use AI to *replace* human judgment. We use it to *preserve* it.

Our AI engine handles the heavy lifting: processing data feeds, identifying statistical anomalies, cross-referencing indicators, and maintaining consistency across thousands of data points. This frees our editorial framework to focus on what AI cannot do: asking the right questions, recognizing historical parallels, and exercising the kind of judgment that comes from understanding how markets actually behave.

The result is analysis that has the rigor of institutional research and the clarity of a trusted advisor, delivered at a pace and price that traditional research firms cannot match.

## 05 How Subscribers Use ON1010

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ON1010 subscribers come from all backgrounds: individual investors, financial advisors, small business owners, and people who just want to understand what is happening in the economy. Here are the most common ways people use what we publish.

### **The Morning Routine Investor**

You check The Morning Bell over coffee, the same way you check the weather. In three minutes, you know what economic data hit overnight, whether the Fed said anything meaningful, and what the market is pricing in before the bell rings. You start your day informed, not reactive.

### **The Strategic Decision-Maker**

You use The Sunday Wire and premium reports to inform bigger-picture decisions. When you are deciding whether to rebalance your portfolio, increase your cash position, or make a major purchase, you want to understand the economic backdrop, not just the stock ticker. ON1010 gives you that context.

### **The "Stay Smart Without the Noise" Reader**

You are tired of financial media that treats every data point like breaking news. You want a calm, intelligent voice that tells you what actually matters and skips the rest. ON1010 filters out the noise so you can stay informed without the anxiety.

### **The Financial Professional**

You advise clients or manage money, and you need a fast, reliable way to stay current on macroeconomic developments. ON1010's multi-factor analysis gives you talking points and context you can use with clients, backed by the same data they would see from a Bloomberg terminal.

**However you use ON1010, the goal is the same:** spend less time chasing headlines and more time making informed decisions. The economy affects everything: your investments, your business, your career. Understanding it should not require a full-time commitment.

## 06 Premium Research

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The Morning Bell and Sunday Wire are free, and they always will be. But for investors who want to go deeper, ON1010 Premium unlocks two additional research products that change how you see the economic landscape.

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### **The Invisible Hand | Monthly Deep Dive**

Each month, The Invisible Hand takes a single high-impact economic force and pulls it apart. This is not a summary of what happened. It is a deep investigation into *why* it is happening, who benefits, who loses, and what comes next.

Recent topics have included the structural shift in global energy markets, the hidden mechanics of tariff policy, and how sovereign debt dynamics are reshaping monetary policy. Each report runs 2,000 to 3,000 words of original analysis, the kind of work that institutional research desks charge thousands of dollars per year to access.

**What makes The Invisible Hand different:** We do not just describe the economic force. We trace its effects through the system, from the policy decision or data shift, through the supply chain, into corporate earnings, and finally into your portfolio. It is connect-the-dots analysis at its best.

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### **The Signal Report | Quarterly Macro Assessment**

Four times a year, The Signal Report delivers a comprehensive assessment of the full economic landscape. Think of it as your quarterly state-of-the-economy briefing.

The Signal Report covers the major macro pillars (growth, employment, inflation, monetary policy, fiscal dynamics, and global risk factors) and synthesizes them into a clear picture of where the economy is headed. It identifies the signals that matter most in the current environment and separates the trends from the noise.

This is the report you read before making portfolio decisions, before your quarterly planning meeting, or any time you need to step back and see the full picture.

## What Premium Subscribers Receive

	Free Subscriber	Premium Subscriber
<b>The Morning Bell (daily)</b>	✓	✓
<b>The Sunday Wire (weekly)</b>	✓	✓
<b>The Invisible Hand (monthly)</b>	--	✓
<b>The Signal Report (quarterly)</b>	--	✓
<b>Full archive access</b>	--	✓
<b>Priority analysis requests</b>	--	✓

**ON1010 Premium is \$240 per year (\$20/month).** That is less than the cost of a single institutional research report, and you get a new Invisible Hand every month plus a quarterly Signal Report. Your rate locks in at renewal, so early subscribers always pay less.

Visit [on1010.com/premium](https://on1010.com/premium) to learn more or subscribe today.

## 07 Economic Calendar Quick Reference

These are the data releases and events that move markets. ON1010 covers all of them, but understanding the calendar helps you anticipate what is coming and why our analysis focuses where it does.

Indicator	Released	Why It Matters
<b>Nonfarm Payrolls (Jobs Report)</b>	First Friday of each month	The single most-watched employment report. Signals labor market strength.
<b>CPI (Consumer Price Index)</b>	Mid-month (~10th-14th)	The primary inflation gauge. Directly influences Fed policy.
<b>GDP (Gross Domestic Product)</b>	Quarterly (advance, 2nd, 3rd)	The broadest measure of economic output and growth trajectory.
<b>PCE Price Index</b>	End of month (~last week)	The Fed's preferred inflation measure. Often moves markets.
<b>FOMC Decision</b>	8 meetings per year	Federal Reserve rate decisions and forward guidance. Market-moving.
<b>ISM Manufacturing</b>	First business day of month	Leading indicator of factory activity. Above 50 = expansion.
<b>Retail Sales</b>	Mid-month (~14th-16th)	Consumer spending health. 70% of GDP is consumption.
<b>Initial Jobless Claims</b>	Every Thursday	Weekly pulse on layoffs. Fastest labor market signal.

**Want to go deeper?** ON1010 publishes detailed explainer guides for each of these indicators at [on1010.com](https://on1010.com). Search for "Federal Funds Rate Explained," "CPI Explained," or "GDP Explained" to learn how to read these reports yourself.

## 08 Getting Started

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You are set up and ready to go. Here is a quick checklist to make sure you are getting the most from your subscription right away.

- **Check your inbox tomorrow morning.** Your first Morning Bell should arrive before the market opens. If it is not there, check your spam/promotions folder and move it to your primary inbox.
  - **Whitelist our sender address.** Add [news@on1010.com](mailto:news@on1010.com) to your contacts so our emails never end up in spam.
  - **Read your first Sunday Wire this weekend.** This is where you will really start to feel the ON1010 difference. Give it a full read.
  - **Bookmark on1010.com.** Our full archive of analysis, explainer guides, and premium content is always available on the site.
  - **Consider going Premium.** If you are a serious investor or just want the deepest analysis available, visit [on1010.com/premium](https://on1010.com/premium) to see what you unlock.
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*Welcome aboard. The economy moves every day, and now you will always know why.*

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