Sayweek

USE CASE

Illustrative example – fictional company, real features

Coach: from one voice note to an Instagram and a LinkedIn post – with brand graphics

Mira's best thoughts come between sessions, on the move. She sends them as voice notes to Sayweek's Telegram bot, and by the end of the week Instagram and LinkedIn drafts are waiting for her – with her own brand graphics.

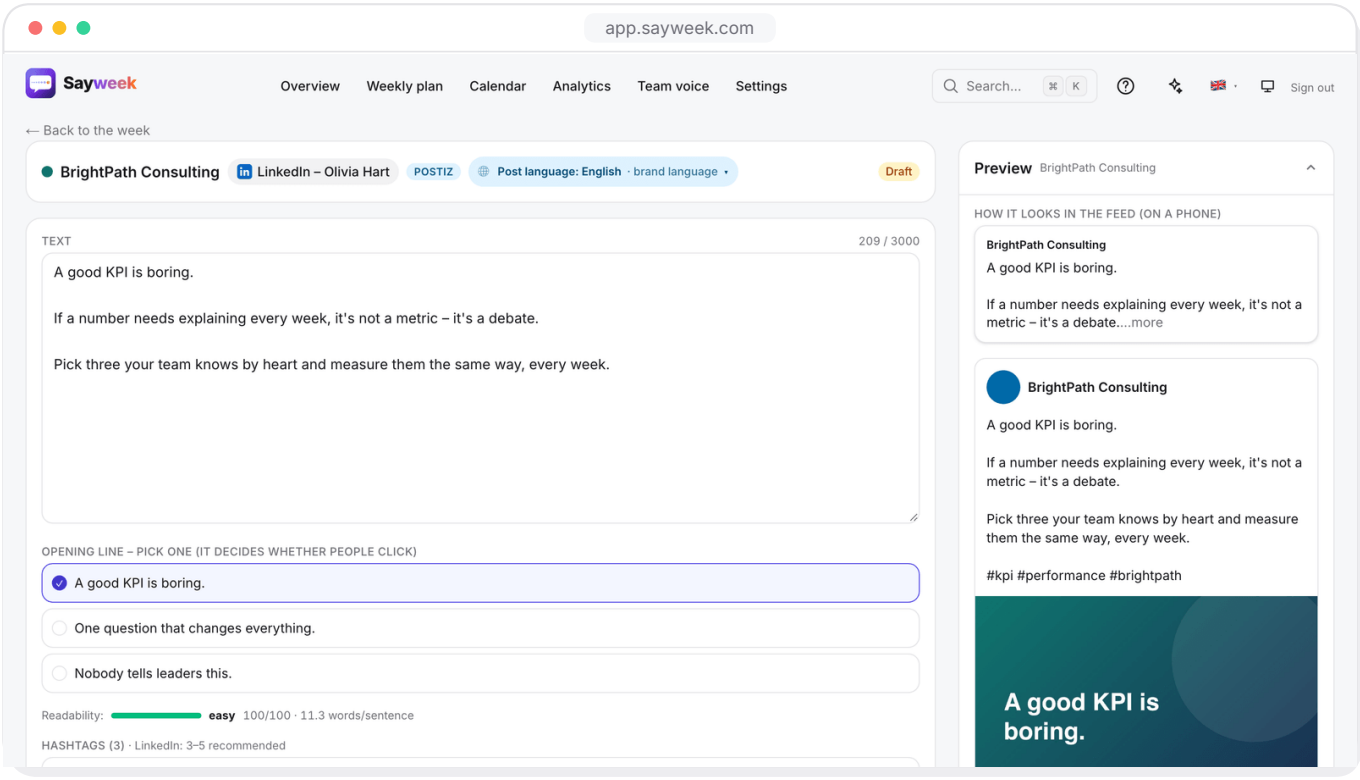
WHO THIS EXAMPLE IS ABOUT

Company
Holt Coaching (fictional business)

Who
Mira Holt, leadership coach and trainer

Where
Munich

Size
Sole trader



Created: 22 November 2026 · Real screens, fictional demo data.

The company and the people are fictional; every feature described is how Sayweek really works today. We claim no results, figures or opinions.

THE STARTING POINT

Mira Holt, leadership coach and trainer

After her trainings and sessions Mira has plenty of thoughts, but by the time she sits down to write, they're gone. Instagram needs an image, LinkedIn a longer text – and she doesn't know when it's worth posting.

- Ideas come on the move, not at the desk.
- Two channels, two styles: visual Instagram and professional LinkedIn.
- No designer, and no time to fiddle with templates.

WHAT THEY USE

The features and integrations this example is built on.

Telegram bot

Text, a link, a voice note or a photo with a caption – all of it becomes an idea in Sayweek.

Weekly interview

A few minutes about your week, by voice or text – and your plan and first drafts are ready.

Brand graphics

Logo, colours and font once – the templates fill themselves from the post text.

Good times to post

Time suggestions in the audience's time zone, per channel.

Approval first

Every post stays a draft until Mira approves it.

Integrations with live status

Telegram Available | Instagram Private beta | LinkedIn Private beta | Canva Coming soon

The status is live: it shows what can be connected today. The example doesn't rely on anything marked “Coming soon” until it is available.

DAY BY DAY

A typical week with Sayweek

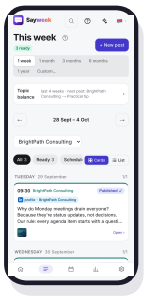
Day by day, on the real screens – the screenshots show fictional demo data.

1

MONDAY

A voice note to the Telegram bot

After a session Mira sends the bot a voice note. Sayweek transcribes it and saves it as an idea; the recording itself is not stored.

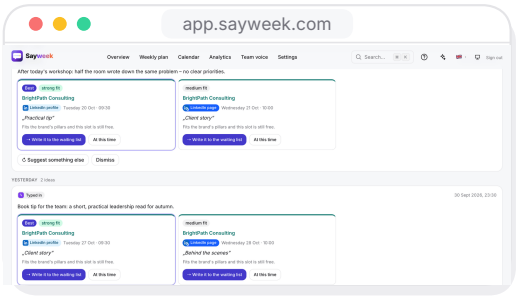


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TUESDAY

The weekly interview by voice

A short conversation about her week, by voice or in writing – together with the ideas collected so far, it becomes the weekly plan.

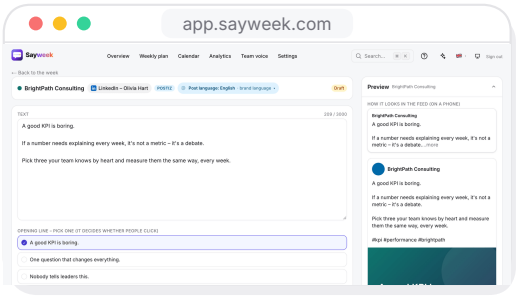


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WEDNESDAY

Two drafts, with her own graphics

The same thought becomes an Instagram draft and a LinkedIn draft. The brand graphic templates fill themselves from the post text, with Mira's logo, colours and font.

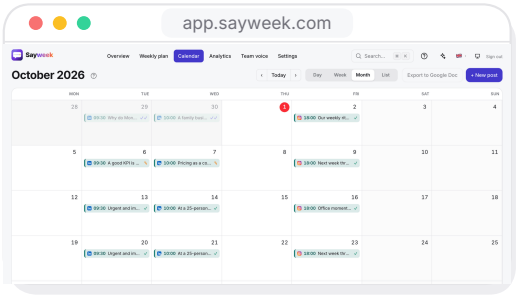


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THURSDAY

Good times to post

Sayweek suggests a time based on the audience's time zone and the channel – mornings tend to suit LinkedIn, lunchtime and evenings Instagram. It's guidance, not a guarantee.

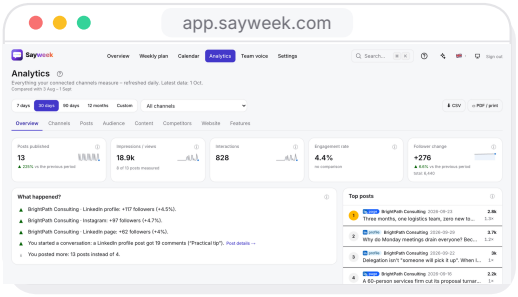


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FRIDAY

Approval at a glance

Mira reviews and approves the week's posts; whatever she doesn't approve never goes out. The statistics show which topic resonated.



RECOMMENDED PLAN

Solo · Alternative: Pro

Recommended plan

Solo

€11.60 / month + VAT
for the first 12 months, then €29 / month

Brands	**1**
Channels	**3**
AI posts / month	**30**
Editors	**1**
Contributors (Team voice)	–
Client approval links	–
Monthly PDF report	–
White-label app	–

Alternative

Pro

€23.60 / month + VAT
for the first 12 months, then €59 / month

Brands	**4**
Channels	**10**
AI posts / month	**80**
Editors	**1**
Contributors (Team voice)	–
Client approval links	**yes**
Monthly PDF report	**yes**
White-label app	–

The Solo plan is made for one brand and a few channels – enough for Mira's Instagram and LinkedIn. If she later wants more brands or a monthly report, Pro is the next step.

USE CASE

What they gain

Qualitative benefits based on the features – we claim no measured results.

- Good thoughts don't get lost: one voice note and they're in Sayweek.
- One idea becomes posts that fit two channels, without a designer.
- No more guessing when to post.
- Every post goes out only with her approval.

Want to try it on your own week?

Connect your calendar or an idea source and see the weekly plan Sayweek drafts for you. Nothing goes out without your approval.

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