AI CONTENT ENGINE

One conversation. A hundred stories.

A STORY NO ONE ELSE CAN TELL.

BUT YOU.

1 MORNING | 20 VIDEOS | 20 BLOGS | 60 POSTS

25,000 VIEWS GUARANTEED

STORY YO

For IT service providers who want to be found for what they know.

THREE THINGS EVERY IT BUSINESS OWNER KNOWS.

1 OUTSOURCING ALWAYS MEANT PAYING TWICE.

Once to the agency. And once in your own calendar. The expertise sits with you, so every piece came back to you for review.

2 SAME AI FOR EVERYONE. SAME CONTENT FOR EVERYONE.

73% of the MSPs we asked say AI just helps everyone make the same content faster. None of them think it sets you apart.

3 NO RHYTHM.

Content runs project by project, on and off. A train that has to build up steam again every time. Meanwhile, attention slips away with the clients and prospects you already know.

OUR PROMISE

A STORY NO ONE ELSE CAN TELL.

BUT YOU.

Your expertise, captured honestly. One morning at the table, your story all year. And exactly what Google rewards in AI search: unique content from your own knowledge and experience.

ONE SOURCE.

Video is the source. What you tell once becomes your story all year. So everything stays yours, and you never have to proofread.

1

YOUR EXPERTS AT THE TABLE

One morning, 9:00–13:00, in our studio or at your office. A former IT business owner from StoryYo asks the questions, you answer the way you would for a client. The result: 20 videos. The truth, captured once.

2

THE ENGINE

Our own agents turn every video into blogs and LinkedIn posts in your tone and brand style. Based only on what you said, not on generic knowledge.

3

QUALITY CONTROL

Every piece goes through a fixed quality check: does it match the video, the tone and the MSP context. Nothing goes live unchecked.

HOW IT STARTED

MSP. LATE NIGHT

IT STARTED AS OUR OWN STRUGGLE.

With MSP Late Night we host 20 tables with IT business owners every year. That means hundreds of conversations, and the same question you have now: how do you create authentic content at scale? So we built our own engine. It took us 9 months to perfect it. Now we put it to work for StoryYo clients.

20	100S	~90%
tables a year	of blogs and posts a year	made by the engine

1 MORNING. 100 STORIES.

VIDEOS	Homepage pitch, About us video, 3 clips from an expert interview and 15 answers to the questions your clients really have.	20
BLOGS	One per video, with the video embedded. In your tone of voice.	20
LINKEDIN POSTS	More than one a week, all year round.	60
TOTAL		100

INCLUDED, AT NO EXTRA COST

Onboarding
Kick-off, debrief and the technical setup.

Quarterly reporting
Views, watch time and AI visibility. Reviewed together, so we can steer on what works.

25,000 views guaranteed
As long as at least 2 of your experts share the posts themselves.

€1,395 /MONTH

ALL-IN · 12 MONTHS · EXCL. VAT · UK, GERMANY, BELGIUM

Netherlands: €1,295 /month.
Travel and hotel included.

04 · HOW WE RUN IT

THIS IS YOUR YEAR.

Three phases. We keep it running.

WEEKS 1–4

PREPARATION

One kick-off. Together we pick the 20 questions that matter. You approve them once.

1 MORNING

RECORDING

9:00–13:00, in our studio or at your office. We ask the questions, you tell the story.

52 WEEKS

LIVE

New content every week. A quarterly report we go through together.

YOU TAKE A SEAT.
WE DO THE REST.

THREE OBJECTIONS. THREE ANSWERS.

“ You have one studio. My content will look just like every other MSP’s.

YOU PICK THE LOCATION. SAME PRICE.

Your office or our studio, the price is the same. Based in the UK, Germany or Belgium? We fly to you. Or you fly to us, and we pay for your flight and hotel. Truly all-inclusive.

“ You use AI. Everyone does.

TRUE. THE DIFFERENCE IS THE SOURCE.

Everyone uses the same models on the same generic knowledge. We start with your experts, on video. Everything the engine makes after that comes from what you said. That’s why so little review is needed.

“ Can’t I just do this myself with AI?

YOU CAN. BUT THE PROMPT ISN’T THE WORK.

The work is picking the right questions, holding the conversation and keeping it up all year. 69% of the MSPs we asked find consistent execution harder than knowing what to do. You just take a seat at the table.

06 · WHAT IT TAKES

HOW WE MAKE IT WORK.

We do the work. We ask five things of you.

01

2 experts who share

Personal profiles reach further than a company page. This is also the condition for the guarantee.

02

Connected accounts

Your experts' LinkedIn profiles and your website (WordPress or your own site), so posts and blogs go live automatically.

03

Homework for the kick-off

The questions your clients actually ask. Your sales and service desk know them.

04

One morning, fully free

Your experts are available 9:00–13:00. Not squeezed in between meetings.

05

12 months of staying power

Recognition builds over 6 to 12 months. Consistent, not creative.

OUR GUARANTEE

25,000 VIEWS IN YOUR TARGET AUDIENCE.

If we fall short, we run a campaign until we close the gap. The one condition: at least 2 of your experts share the posts themselves.

BOOK AN INTAKE.

storyyo.com
You take a seat. We do the rest.