Copilot Your Day Collaboration

Partner Kit

Access isn't fitness. Copilot Your Day helps decision-makers turn Microsoft Copilot licenses into new ways of working: every Monday in the newsletter, every day on copilotyourday.com.

6.9k+ subscribers · 17k+ followers · 7k+ site views/month

last update: October 2026

PASCAL BRUNNER-NIKOLLA

5× MICROSOFT MVP · LINKEDIN TOP VOICE

Access isn't fitness.

A gym membership doesn't make you fit.
A Copilot license doesn't change how people work.

Copilot Your Day is the training plan in between: a weekly newsletter for decision-makers, a website with tools teams use every day, and the person behind both.

The Newsletter

Goes out every Monday at 07:30 CET on LinkedIn and Substack. One topic per edition:

- what changed in Microsoft Copilot
- what it means for adoption and governance
- what leaders can do on Monday

The core of every collaboration.

The Website

Copilot Your Day on the web, bilingual and free:

- Cornerstone Guides and Cheatsheets
- Tactic Boards and the Frontier Fitness Check
- the Frontier Gym for daily practice

No tracking, no cookies. What lives here keeps working long after Monday.

The Audience

The core market is DACH, with international reach. Many readers work in enterprise and upper mid-market organizations.
Typical readers:

- CIOs, IT and workplace leaders
- managers, founders and executive assistants
- people who own or shape AI adoption

They read to make decisions.

The Difference

A clear position in every edition:

- Pascal's view from the field
- practical, not promotional
- linked to tools readers keep using

Reach.

Three channels, the same audience. We count each channel separately, because many readers follow all three.

Copilot Your Day is **not** a one-off campaign: 130+ editions since 2024, every Monday at 07:30 CET.

Previous partner: AvePoint, Body Scaling, Swiss Microsoft Security Summit.

How we measure: newsletter views and reads per year from LinkedIn analytics. Website figures server-side and without cookies (Netlify), bots and crawlers excluded.



By channel

- 6.9k+ newsletter subscribers
- 255k+ views · 112k+ reads
- 17k+ LinkedIn followers
- 1.5M+ LinkedIn views
- 7k+ site views / month

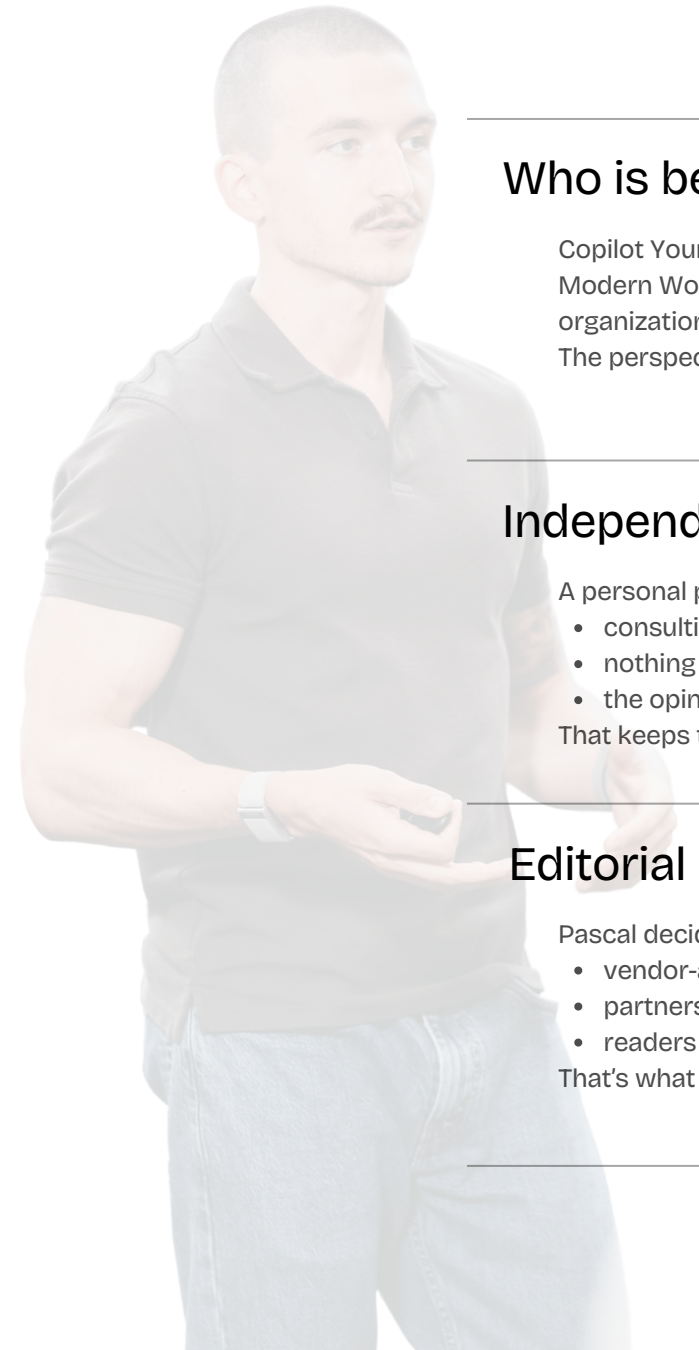
Audience.

Nearly half work in leadership roles or in companies with 1,000+ employees.
Newsletter subscribers by role, country and company size, in percent. Source: LinkedIn analytics.



About Pascal.

5x Microsoft MVP · LinkedIn Top Voice · 17k+ Follower
Top-100 LinkedIn Creator in Switzerland



Who is behind it

Copilot Your Day is the publication of **Pascal Brunner-Nikolla**, Head of Modern Work Switzerland at Campana & Schott. He works with enterprise organizations on Copilot and agent adoption every week.
The perspective comes from the field, not from the sidelines.

Independent by design

A personal publication, independent of Pascal's employer:

- consulting firms are not accepted as partners
- nothing on copilotyourday.com sells consulting
- the opinions are Pascal's own

That keeps the perspective free of sales agendas.

Editorial line

Pascal decides what gets published:

- vendor-aware, not vendor-driven
- partners bring perspective, not pitches
- readers get orientation, not ads

That's what makes a placement worth something.

Collaborate.

Different depths, one constant: the newsletter is always part of it.

Edition – one issue

Your brand in one Copilot Your Day edition, at the depth that fits.

Bookable formats

- Presented by
- Partner Insight
- Partner Edition

Channels

- Distribution via LinkedIn and Substack
- Companion LinkedIn post
- Clearly labeled as partnership

What partners get

- 100% share of voice within the edition
- One link, one clear message
- Report: views, reads, clicks

Equipment – co-branded tool

A cheatsheet or tactic board developed together, living on copilotyourday.com.

Best Suited for

- Hardware and tool providers
- Brands with practical know-how
- Visibility beyond one Monday

Includes

- Web page and PDF, EN and DE
- Launch in a Partner Edition
- LinkedIn carousel and Substack Notes

What partners get

- Durable visibility, for months
- Usage rights for your own channels
- Logo and one link on the asset

Season – quarter or half-year

A series of editions plus one Equipment piece, with category exclusivity.

Best Suited for

- Owning a topic over several months
- Product launches and campaigns
- Building trust in the DACH market

Options

- Either a quarter: 3 editions + 1 Equipment
- or a half-year: 6 editions + 1 Equipment
- Topics planned together

What partners get

- Multi-month category exclusivity
- Preferred scheduling
- One report across all placements

Equipment.

People read an edition on Monday.
They use a cheatsheet for months.

The asset

Developed together · editorial lead with Pascal

What it is

- A one-page Copilot tool for your audience
- Web page plus print-ready PDF
- In English and German

The rule

- 1 shared topic, product-neutral
- Categories, not product models
- Product specifics go into the launch edition

Why it works

- Saved and shared by readers
- Built for search and AI answer engines
- Evergreen: no expiry date

The launch

4 to 6 weeks · one topic · every channel

Sequence

- Partner Edition introduces the topic
- Cheatsheet goes live on copilotyourday.com
- LinkedIn carousel and Substack Notes follow

You receive

- 2 languages, web and PDF files
- Usage rights for your own channels
- Logo and one link on the asset

Reporting

- LinkedIn and Substack views and reads
- Page views of the asset
- Clicks, counted without tracking readers

Partnership Principles.

Partners all play by the same rules. They protect readers first. That's exactly what makes a placement valuable.

01 Exclusivity by design

- One partner per edition
- Max. two annual partners at once, no category overlap
- Consulting firms are not accepted as partners

Full attention, no dilution.

02 Editorial integrity

- Pascal decides what is published, and what isn't
- Partners contribute perspective, not promotion
- Every collaboration is labeled: newsletter, website, LinkedIn

Readers always know what's editorial and what's partner content.

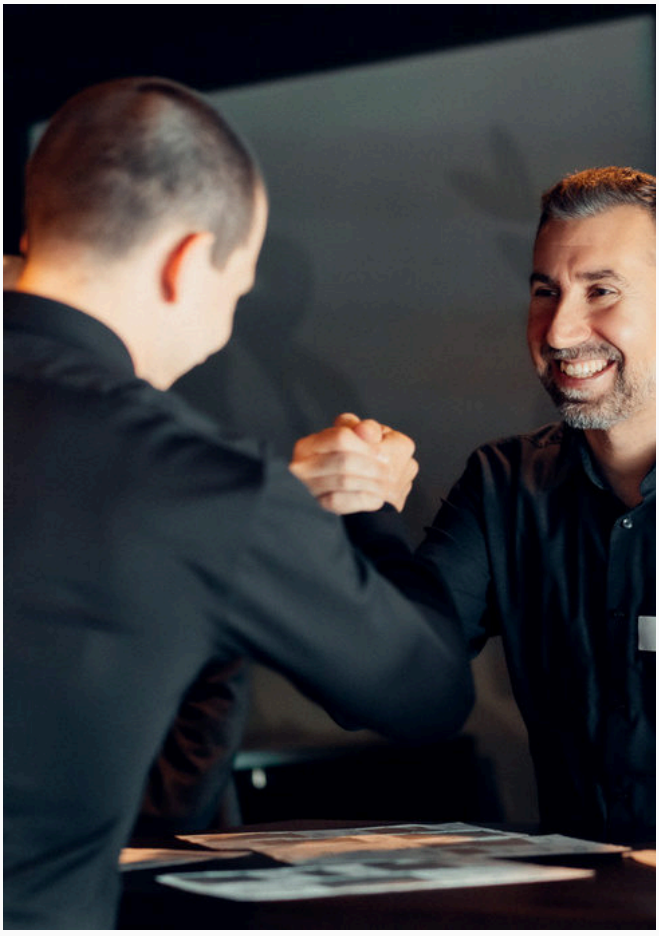
03 Relevance over reach

- Partnerships are selected based on strategic fit, not volume
- Content must provide value to decision-makers
- Frequency is limited to protect attention and quality

This ensures sustained interest and long-term impact.

How we start.

Slots are limited on purpose.
First confirmed, first served.



1. First call

20–30 minutes on:

- your goals and audience
- the right format
- timing and availability

2. Proposal

A concrete setup, including pricing:

- format and topic
- exclusivity scope
- dates and deliverables

3. Kick-off

Once confirmed:

- topics are planned together
- production starts
- a report follows each placement

What partners can expect

- Clear timelines and defined scope
- One contact: Pascal
- Editorial guidance throughout

Contact.

Let's Copilot Your Day!

Questions or ready for a first call?
Write to me directly.

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copilotyourday.com/partnerships

