Your editorial criteria, read in your own issues

LINDBERGH FORMATION — 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114

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486 items, 6 approved issues · fictional document

Fictional document — demonstration example

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Fictional document, produced for the demonstration. **None of these five criteria was invented:** each is a rule Alveor's six approved issues already apply, without it ever having been written down. The agent's job is to make it legible, measurable and changeable — not to replace it.

Why one newsletter in two never goes out

Measured fact	Value	What it costs today
Issues planned in 2025	11	The cadence promised to subscribers
Issues actually sent	**6**	**One appointment in two missed — the subscriber stops expecting anything**
Items published in 3 years	486	The material available

Measured fact	Value	What it costs today
Items never used in a newsletter	**365 — three out of four**	**The work is done, it is simply not circulated**
Preparation of one issue	9 h 40	Concentrated in the last two days before the deadline

The cause is not editorial, it is material. **An issue assembled in two days can only draw on what the team remembers**, some forty items. Widening the selection to the 486 published items demands no extra judgement — it demands that the collection be done.

The five criteria, and the issue that proves each

Criterion read in your issues	Threshold	Verified on	Changeable
One feature article per issue	1, never 2	6 issues out of 6	Yes — one figure
Catalogue launches	2 at most	**The May issue carried 3: - 34 % clicks on everything else**	Yes — one figure
Customer story under 3 months old	1 whenever one exists	5 issues out of 6	Yes — a duration
Maximum age of an item	90 days	Unless dated as updated	Yes — a duration
No item already circulated	0 duplicates	**The only criterion never broken**	Not advised

What each criterion produces once written down

Effect	Before	After

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Selection pool	about 40 remembered items	**486 published items, all dated**
Justifying a choice	« We took what we had »	**Every chosen item carries the criterion that let it in**
The editorial lead's job	Rebuild the selection	**Accept, remove, reorder**
Share of time spent collecting	45 %	**10 %**

> **The thresholds belong to the company.** Each changes with a single figure, and the next issue applies it immediately. The agent proposes a selection; **settling it and triggering the send stay with the editorial lead.**

For the editorial lead to settle

Maximum number of catalogue launches per issue: _____

Maximum age of an item, in days: _____

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> https://bluelemonagent.ai/en/entreprises/cas-usage/agent-de-generation-de-newsletters

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