October issue — selection, hooks and template

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

Document issued on 09/11/2026

9 items chosen from 25 candidates · fictional document

> **Fictional document — demonstration example**
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> **Fictional document**, produced for the demonstration. **This issue is composed, not sent.** Settling the selection and triggering the send belong to the editorial lead; the document below is what he receives in order to decide.

The selection, and the criterion that let each item in

Section	Item chosen	Criterion applied	Measured benchmark
Feature article	« What the new seating standard changes for your workstations »	Only substantive piece of the period	**2.4 × the site's average reading time**
Launches	Lisière range · Adret pedestal	Available to order, 2 at most	A 3rd costs 34 % of the clicks of everything else

Section	Item chosen	Criterion applied	Measured benchmark
Customer story	**Vaulnay technical centre**	Filed less than 3 months ago	**Never published — the item about to be missed**
Briefs	3 briefs	Under 90 days old	—
Diary	Public-sector show, 12 November	Upcoming date	—

Subject line and preheader — two versions built to be compared

Version	Subject line	Preheader	What it tests
A	« Seating standard: what changes on 1 January »	« And the references affected in your estate »	The regulatory deadline
B	« Vaulnay refitted 240 workstations in six weeks »	« The seating standard, the Lisière range and the diary »	**Proof through the customer story**

Proposed protocol: both subject lines go out at the same moment to **10 % of the list, 1,420 subscribers**, drawn at random, everything else identical. Two hours later the winner goes to the other 12,780. **Across the six 2025 issues, the gap between the best and the worst subject line was 9 points of open rate:** it is the most profitable act of the whole preparation.

The template applied, and what the layout corrected

Check	Result	Correction made
Header, colours, section order	Compliant	None
Rendering on a phone	**2 hooks ran past 3 lines**	**Tightened, meaning unchanged**

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Check	Result	Correction made
Rendering on desktop mail	Compliant	None
Rendering in dark mode	Logo barely legible	Light version of the logo substituted
Links in the issue	9 links tested	1 link fixed (product page withdrawn the day before)

The time, item by item

Task	Share of the time of an issue, before	After
Collecting the period's content	45 %	**10 %**
Writing the hooks	35 %	**12 %**
Laying out the template	30 %	**7 %**
Total in hours	**9 h 40 per issue**	**2 h 30**

> **Nothing has gone out.** The issue awaits the editorial lead's decisions: accept, remove, reorder, choose the subject line. **Triggering the send is a human act, and it stays one.**

Editorial lead's decisions

Items removed: _____

Subject line chosen (A, B or comparative test): _____

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