Alveor's running order and editorial voice

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

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Read across 6 approved issues and 3 years of articles · fictional document

Fictional document — demonstration example

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Fictional document, produced for the demonstration. **The editorial voice is not a writing preference: it is a measurement.** Every trait below is measured on copy Alveor wrote, reviewed and circulated.

The running order, unchanged since 2023

Rank	Section	Length	Role in the issue
1	Editorial	4 lines	Gives the reason for the issue, never a summary
2	**Feature article**	One 3-line hook	**Carries credibility — 26 % of clicks**
3	Launches	2 blocks	The product, with image and availability
4	**Customer story**	1 block	**41 % of clicks for 11 % of the surface**
5	Briefs and diary	3 lines + dates	Trade shows, webinars, regulatory deadlines

The voice, measured

Trait	Measured value	Why it matters
Average sentence length	16 words	Rhythm is the first thing a reader recognises
Active voice	8 sentences out of 10	A passive brand cannot be corrected case by case
Address to the reader	Consistent use of « you »	No exception across 6 issues
Punctuation	**No exclamation marks**	One is enough to make the whole issue ring false
Absent words	**« revolutionary », « must-have », « solution »**	**The most telling trait — competitors use « solution » in 2 headlines out of 3**

Alveor's hook pattern

Element	Observed rule	Example from an approved issue
First sentence	A figure	« The seating standard changes on 1 January. »
Second sentence	**The consequence for the reader**	« Workstations bought before 2021 are affected. »
Link	Infinitive verb	« Check your references »
Length	3 lines maximum on mobile	**62 % of opens happen on a phone**

Measured effect on production: a hook delivered in the right voice gets read over, not rewritten. Writing the hooks went from **35 % of the time of an issue to 12 %**, review included — and the remaining time goes to editorial judgement, not to re-tuning a voice.

> **The guide changes with a single word.** Adding a banned word, changing a sentence length or the order of a section takes as long as writing it down, and the next issue applies it.

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For the communications officer to complete

Words to add to the banned list: _____

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

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