



Alveor's running order and editorial voice

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

Document issued on 24/09/2026

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

Fictional document — demonstration example

This document is produced by the Blue Lemon Agent website to illustrate what an AI agent hands to its users. The companies, matters, amounts and people in it are invented. It has no legal, accounting or commercial value.

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

LINDBERGH FORMATION — a simplified joint-stock company with share capital of €250,000 · Registered office: 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114 · SIRET 817 946 114 00029 · VAT FR 60 817 946 114 · "Blue Lemon Agent" trade mark · Training-provider registration no. 119 108 635 91 (Île-de-France prefect — this registration does not amount to State approval) · Qualiopi certified, no. 03896, for the "training actions" category · contact@bluelemonagent.ai · dpo@bluelemonagent.ai · Hosted in France.

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.

For the communications officer to complete

Words to add to the banned list: _____

Scope of this document: the service operated by Blue Lemon Agent. For an agent deployed at your premises, the applicable location is that of the architecture set out in the quotation and verified before commissioning; local execution is announced only for the configuration explicitly described and accepted in the quotation; the applicable isolation depends on the deployment mode set out in the quotation, no dedicated isolation being presumed; the encryption mechanisms in transit and at rest, their components and key management are those documented for the architecture chosen; roles and permissions are configured and accepted for the identities and systems actually connected; the events logged, their content, their retention period and who may access them are defined for the deployment chosen.