



New advertisers — 9 brands

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

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Drawn from what works · fictional document

Fictional document — demonstration example

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Fictional document, produced for demonstration. **The profile comes from the studio's most profitable brands**, compared with the contracts lost.

The two traits that separate

Trait	Among the 5 most profitable	Among the 3 lost
Already posting, but irregularly	5 of 5	1 of 3
A single point of contact	5 of 5	0 of 3 — approval through three people, margin halved

The nine, and the dated fact

Situation	Count	Temperature
Account opened on a new network under 2 months ago	4	Warm

Situation	Count	Temperature
Posted then stopped	3	Warm
Communication hire announced	2	The warmest

What is prepared for each

Element	Content
Verifiable observation on their own posts	Rhythm, missing formats, questions left unanswered in comments
Comparable studio work	Two, in the same world
Decision	The studio reviews and sends

The framing

Point	Quarter
Hosting of accounts, messages and brand guides	France, processing in the EU targeted
Posts shipped without approval	0
Replies shipped without approval	0
Approvals logged and viewable	1,870

For the studio to settle

Criteria for approaching a new advertiser: _____

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deployment chosen.