Derivatives — 3 LinkedIn posts and 1 newsletter

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

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One base, four derivatives, one calendar · 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 demonstration. **Everything comes off the approved article:** if the article changes, the four derivatives are reworked without anyone having to ask. **Nothing is scheduled — the drafts are placed in the scheduling tool, and the editorial director schedules what she has approved.**

The 3 LinkedIn posts

Post	Benefit carried	Shape of the hook	Call to action
No. 1	The financial support	Figure on the first line	To the article
No. 2	The electricity bill	**Closed question of fewer than 12 words (variant B)**	To the article

Post	Benefit carried	Shape of the hook	Call to action
No. 3	The grid connection time	A situation the reader recognises	To the article

> **None of the three links to the quote page, and that is deliberate:** you don't ask for a quote from someone who has just discovered the subject. **The quote is the article's call to action, not the post's.**

The newsletter

Element	What is produced	Reason
Subject line, two versions	**A: the amount of support · B: the question of the bill**	**Ready for an A/B test — two versions sent to two halves of the list, everything else equal**
Standfirst	4 lines, the promise and the outline	The zone read before scrolling
Body	3 blocks, one per benefit	Taken from the article, tightened
Button	**One only**	**The last two newsletters carried four: the clicks split and no block stands out**

The editorial calendar and the slots proposed

Content	Slot proposed	What justifies it
Post no. 1	Tuesday 8:30 am	**2.2 times average engagement over 12 months**
Post no. 2	Thursday 8:30 am	Same slot, following week
Post no. 3	Tuesday 8:30 am, week +2	Spacing held: 3 posts over 3 weeks

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Content	Slot proposed	What justifies it
Newsletter	Tuesday 7 am	**Never on a Friday — 31 % fewer opens on this list**

The time moved

Area	Before	With the agent	What stays with a human
Deriving a post across networks	**37 % of the time of a post**	**8 %**	**The review and the scheduling**

Slot chosen for the newsletter if the subject-line A/B test is inconclusive: _____

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> https://bluelemonagent.ai/en/entreprises/cas-usage/agent-ia-redaction-creation-contenu

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