



Advertiser relations — 68 requests a month

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

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57 answers in under 10 minutes · fictional document

Fictional document — demonstration example

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Fictional document, produced for demonstration. **Answers are drawn from the production schedule, not from a sales promise.** If a piece has slipped, the advertiser hears it from the agent before discovering it.

How a month's 68 requests break down

Family	Volume	Handling	Time
Where is my article / my page	38	Current stage, who holds it, return date, link to the draft	Under 10 minutes
When does the next piece go out	12	Extract of the schedule with confirmed dates	Under 10 minutes
Resend of a delivered document	7	The version that governs, from the document store	Under 10 minutes
Subjects raised to a human	11	Deadline renegotiation (1), outside the contract (2), "we need to talk" (8)	Project manager

A commitment to a date is not information, it is a project manager's decision. The agent doesn't take it in their place: it raises the subject with the real state of the schedule and what a slip would cost the pieces that follow.

This week's point of vigilance

Subject	Since	What was done	Why it is flagged
An article is waiting on the advertiser's own approval	9 days	2 polite chasers, direct link	The studio is who will be held responsible for the delay — and the renewal is in 3 weeks

The time moved

Area	Before	With the agent	The honest reading
Answering a recurring advertiser request	10 % of a project manager's time	6 %	The smallest of the three gains in points — but 57 interruptions a month that no longer cut into a piece being written

The weekly status proposed

What it contains	Measured effect on the 4 pilot advertisers
What moved, what is waiting on the advertiser, what publishes next week	Chasing down 64 %

Day and time the weekly status goes out: _____

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