5 templates, read in your 240 posts

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

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2 years of history · fictional document

Fictional document — demonstration example

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Fictional document, produced for demonstration. **A template is the model for one kind of post: its structure, its tone, its length, what it shows and what it closes on.** The five templates are not invented: they are read off the **240 posts** the house published over two years.

The five templates and what they carry

Template	Share of posts	Relative reach	What it shows
Behind the scenes	**9 %**	**2.4 ×**	**The bakehouse, the hands, the night shift**
Tip	14 %	1.3 ×	How to order, keep, serve
Product of the month	11 %	1.1 ×	One creation, its origin, its season
Team portrait	5 %	1.6 ×	One trade, one person, one path

Template	Share of posts	Relative reach	What it shows
Announcement	**61 %**	**0.7 ×**	**Hours, pushes, new lines**

> **The reading in one sentence: the house mostly publishes what carries least.** That is not a writing flaw — it is the mechanical effect of urgency: an announcement takes five minutes, a “behind the scenes” means being in the bakehouse at the right moment. **A calendar prepared in advance fixes exactly that.**

The split proposed, at constant volume and workload

Template	Today / month	Proposed / month	Expected effect
Behind the scenes	1	**3**	The strongest reach lever
Tip	2	**4**	Carries corporate orders
Announcement	7	**5**	**Moved, not dropped — they sell on Saturdays**
Total	**10**	**12**	**about +38 % monthly reach at constant reach per template**

What each template sheet contains

Section	Content	What it is for
Structure	Hook, body, call to action, sign-off	The draft fills in without thinking about form
Tone and length	Recorded from approved posts of the same kind	The derivative stays recognisable

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Section	Content	What it is for
Opposed examples	**3 posts that carried, 3 that didn't**	**A counter-example teaches more than a rule**
Image expected	Subject, crop, format per network	Avoids the photograph taken as an afterthought

The split is a test and it can be undone. Four weeks are enough to see whether reach moves; if it doesn't, the original split comes back with one sentence. **Nothing here is irreversible.**

Monthly split settled by the house: _____

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