



5 templates, read in your 240 posts

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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

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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