

Why we moved our bakery to a four-day week

LinkedIn post (a sample we wrote to show Ava-spotter at work)

Lots of AI habits

A real story about a real bakery, wrapped in stock phrases at the start and the end.

7 AI tells
1 suspicious
2 probably human

In today's fast-paced world¹, small businesses are under more pressure than ever. So when we decided to close the bakery on Mondays, a few people thought we'd lost the plot.

1 Throat-clearing AI tell

"In today's fast-paced world"

It warms up before saying anything. The post really starts with the second sentence.

You could open with the news: "When we decided to close the bakery on Mondays, a few people thought we'd lost the plot."

Here's the thing.² It wasn't about working less. It was about working better.³

2 The drumroll AI tell

"Here's the thing."

A build-up to a line that doesn't need one.

You could drop it and let the next paragraph start the story.

3 The flip AI tell

"It wasn't about working less. It was about working better."

It knocks down a claim nobody made. Dave's story makes the same point, and makes it better.

You could cut both lines and go straight to the 3.40am alarm.

For six years, my alarm went off at 3.40am⁴, six days a week. Dave, who's been kneading dough with us since the flood in 2019⁵, once fell asleep standing up next to the proving cabinet. That was the moment I knew something had to change.

4 Too specific to invent Probably human

"my alarm went off at 3.40am"

Not 4am, not "the crack of dawn": a time only someone who lived it would give. Keep it.

5 Inside knowledge Probably human

"since the flood in 2019"

A bit of the bakery's own history, dropped in without explanation, the way people talk about things they were there for.

Six months in, the results speak for themselves. Sales are up 11%⁶, nobody has called in sick since March, and the sourdough has quietly become⁷ the best it's ever been. It's a testament to the power of rest, the importance of trust, and the strength of a team that cares.⁸

6 The numbers Suspicious

"Sales are up 11%"

A precise number builds trust, and this one mostly works. It would work harder if it said 11% on what: last year, or the six days before?

7 Quietly AI tell

"quietly become"

A favourite AI word that tells you how to feel about a change without saying what changed. You could say what's different about the sourdough now.

8 A testament to AI tell

"It's a testament to the power of rest, the importance of trust, and the strength of a team that cares."

Three big ideas in a row that could close any company's post. It's the least bakery-like sentence here. You could swap it for one thing the team does differently on the other four days.

The lesson? Sometimes the boldest move is to stop.⁹

9 The mic-drop AI tell

"Sometimes the boldest move is to stop."

A neat one-liner set up by a question. It sounds wise and adds nothing the story hasn't already shown. You could end on Dave, or on what Mondays look like now.

Would a four-day week work for your business? Let me know in the comments!¹⁰

10 Engagement bait AI tell

"Let me know in the comments!"

A stock sign-off. Readers have seen it on a thousand posts and scroll past. You could ask something only your readers could answer, like what they'd do with a free Monday.

The bigger picture

The story is the best bit

The 3.40am alarm, Dave and the 2019 flood are details only this bakery has. They do more to sell the four-day week than any line around them.

Big words where facts should be

"Fast-paced world" and the testament sentence could sit on any business's page. The 11% could do their job, if it said what it's measured against.

Wrapped in a template

The opening and the last two paragraphs follow a familiar LinkedIn shape: a scene-setter, a flip, a one-line lesson, then a question for the comments. Take them out and the post still works, and sounds more like you.

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