

1. Before the proof leaves

The filename carries a version number that has never been used before
The version number is higher than the last one the customer saw
Anything critical sits inside the trim, with bleed where it is needed
Every page is in the file – including the back, the inside, the reverse
The customer's own details are the ones they gave you, not the ones
from the last job
Finished size is stated on the artwork, not only in the email
What changed since the last version is written down
You know who has to approve, and that they can