

2. What to ask the customer to check

Please check:

- Spelling of names, especially people and places
- Prices, dates and times
- Phone number, web address, opening hours – read them out loud
- Anything legal or required: registration numbers, small print, logos you are obliged to carry
- That nothing important is close to the edge
- Every page, including the back

Then reply with either:

- APPROVED v2 – and we go to production as it is
- CHANGES – with what needs to move