

Anatomy of our

[PROOFREADING]

Process



1

Remember to use an **internal routing sheet**

for all direct mail, print and large projects—and, when time allows, for email and smaller, quick-turn projects.

2



Print pieces should be proofed by **3 people** at every round, at least 2 in-office/on site.

A. Proofers don't all have to be on the client team; outside perspective and fresh eyes are the best way to catch a mistake!



3

The **“Review all that apply”** box on the proofing sheet is critical and a first-round proofer should be assigned to check all and confirm that each has been reviewed.

4



Proofing off site?

A. Always refer to the proofing sheet to use as a guide and note approvals per sheet in email.

B. All edits should be added to the hard copy markup for the designer so they only need to work from one source. That means you need to coordinate with another proofer to make that happen and avoid conflicting edits.



5

Remember that we have a **copyediting resource!**

Please bring her into the process as needed so that we can avoid mistakes and have a fresh set of eyes on projects.

