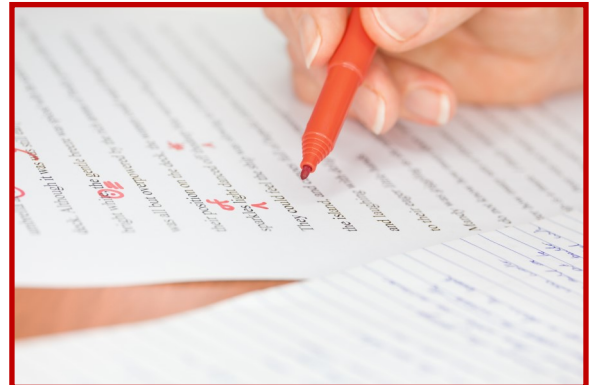


Free proof-reading guide

Ever spent time, effort and money in ensuring your printed communication looks just right, only to discover once it's been printed there is a paragraph on your key product or service that doesn't make sense, your phone number's missing a digit, or your website address is incorrect?



Please find below some pointers to help you avoid these costly mistakes:

- Read your copy through, does it make sense, is it clear? If you're using acronyms will your target market understand them?
- Check the spelling of each word; don't rely on spell checker, it won't pick up words that are spelt correctly, but are incorrect in your copy e.g. from instead of form
- If featuring days and dates, ensure they match up, particularly if you're working 12 months ahead and need next year's calendar
- If you're featuring prices, are they correct; do they include delivery and taxes, is this clear?
- If your brochure features page numbers, check they are correct and in the right order
- Double check your phone number, address details, email etc are correct. If you're featuring a contact name, will this person be around for the lifespan of the document?
- Ensure your logo is clear, correct and positioned in the right place, is the colour correct? Is the image good quality (resolution) to ensure it's clear and easy to read
- If you're including social media links, ensure the links direct through to the relevant page/s

If you're struggling to see the wood for the trees, why not give us a call, we'd be happy to provide a quote for copy writing, copy-editing, or proof reading for you.



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