

A proofreading checklist to help you avoid expensive errors

The proof is your last chance to make sure your job will print as you expect before going to press. It pays to be methodical and thorough.

Your approval of a proof indicates your acceptance of the job as it is, and that you accept responsibility for any errors that you may find later. For this reason you will want to review your proofs very carefully. Don't hesitate to question any detail that does not seem correct – it is best to be absolutely sure before giving the go ahead.

This checklist will help you focus on each aspect of your job in turn, reducing the possibility of any small detail going unchecked.

1 Copy and content, images and color

- Proofread carefully for grammatical and spelling errors, particularly those that a spell checker would miss.
- Compare the final proof against your last set of proofs to be sure that previous changes were made correctly.
- Check for missing type which has overflowed its bounding frame.
- Are company names, phone numbers, addresses, email addresses and URLs correct?
- Are page numbers on the contents page correct to the story pages?
- Are page numbers for story jumps indicated correctly?
- Is type on the spine positioned correctly?
- Are all of the fonts correct?
- Are all images positioned, sized cropped and oriented correctly?
- Are captions next to the correct images?
- Has all the background been removed from silhouetted images?
 - Are the edges of silhouettes

smooth, and shadows correct?

- Have any “for position only” images been replaced correctly?
- Is all text set in the correct color?
- Does any paper show where two colors should touch? For example, where an image or colored type appears against a background color.
- Are all color builds in the correct color and position?
- Do all elements that are intended to bleed from the edge of the sheet bleed correctly?
- Do all elements that are intended to reverse from the background color appear correctly?
- Circle any marks and specks that appear where they should not.

2 Size, format and layout

- Are the flat and folded sizes correct? Folds positioned correctly?
- Are all the pages in the correct order, and numbered correctly?
- Do pages back each other up correctly, and page numbers appear in the correct position from page to page?
- Do all the cross-overs line up?
- Check that crop marks, trim guides and registration marks are correct.

3 Binding and finishing

- Is the spine the correct thickness for the specified binding?
- Is the gutter wide enough to accommodate the space lost in binding?
- Are any separate items that will be bound into the publication included?
- Are holes drilled or marked and in the correct size and position?
- Are all elements that require special finishing indicated, such as perforations, embossing, die cuts and so on?
- Is the location of any spot coating indicated correctly?



Positive techniques for more effective follow ups

What do you say to your prospects when you call to follow up on a proposal or information you provided earlier?

It is all too common for sales people to use a line similar to this: “Hi Ms. Prospect, this is Joe with A2Z Corp. I’m calling to check in and make sure you received the information I sent. Did you have a chance to look at it yet?”

It will be an unusual case where the prospect immediately responds, “Glad you called, it looks great, sign me up!”

Instead, this vague approach gives control of the situation to the prospect. It sets the stage for a stalling response, such as “No, I haven’t had a spare minute, I’ll get back to you.”

Effective sales pros have the habit of focusing follow up calls on the actions they want the prospect to take next.

For example, try an approach more like this: “I have been looking forward to getting back in touch to get you started with [your solution here], so you can start to realize [most important benefit here] as soon as possible. I know you will be as delighted as my other customers are. Now, I’m sure you can see from the proposal/information how you can achieve [prospect’s goal]. I would like to ask you if you would prefer to get started with [option/timeframe A] or [option/timeframe B]?” Now, wait patiently for the response.

You may be surprised how often this direct approach leads directly to the sale. It lets you set the tone with the assumption that a commitment to purchase is the obvious next step. Also, it frames the conversation so that any resistance or stalling will allow you to uncover what you need to do next to keep the sales process on track.