

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's a paragraph on your key product or service that doesn't make sense, your phone number's missing a digit, or your website is incorrect?

Please find below some pointers to help you avoid those 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?

For further details on the services provided by ps marketing visit www.psmarketing.co.uk

If you'd like a quote for proof-reading or copywriting services, then please contact:
info@psmarketing.co.uk