

# CLIENT EDITING PROCESS

We want every newsletter you send to be perfect. In fact, **we want you to be downright in love with each edition.** Not just like it. Not just feel "okay" about it. We want you head-over-heels, can't-wait-to-show-it-off proud! That is why we always encourage you to make edits or point out any room for improvement when we send over your first proof (aka your Rev1).

Think of your Rev1 as your first draft. This is your opportunity to make any major changes or modifications, such as moving or adding pictures, altering design elements, or tailoring ghostwriting. The Rev1 offers you the chance to make the newsletter just as you envisioned it. ✓

Once we send back your updated proof and you reply with **"APPROVED,"** it's go time! But before we start rockin' and rollin' all the way down to the printers, here are a few key reminders to keep in mind:

1. After your **third proof (Rev3),** any excessive changes will be subject to an additional charge. This includes layout changes, replacing/moving/adding articles, or extra photos.
2. Please allow us three business days to work our magic on any requested edits.
3. Once you reply "approved," you're giving the green light to everything—content, design, spelling, and layout. Double-check everything before signing off, as post-approval changes aren't included. **We are not responsible for any errors you notice after you give your approval.**
4. After you approve your newsletter, our expert production team will start the printing and mailing process. Turnaround time is up to five business days.

We're here to make your newsletter not just good but outstanding.

**So don't hold back; let's make it shine!**

