

# CLIENT EDITING PROCESS

At the end of the day, we want you to be proud of each edition of your newsletter. It's not enough to just feel okay about it. **You should want to show your newsletter off to everyone you meet!** While our writers, editors, and designers will do everything they can to provide you with something beautiful from the get-go, sometimes we need your assistance and insight to make it perfect.

Once you receive each edition of your newsletter, you'll have the opportunity to provide edits and feedback.

This is a critical step in the process, and time is of the essence. After receiving your test email, look through it for any necessary changes as soon as you can. Review the content in the signature article to ensure it sounds like you and conveys the intended message. Ensure the custom link is correct and the accompanying blurb aligns with your vision. Double-check that the additional links and blurbs we provide do not oppose your beliefs, values, or thoughts.

→ We follow a strict mailing timeline for our email newsletters, so you'll need to be ready to provide updates as soon as possible for each edition. **We will still email your newsletter if we do not hear from you by the day before your set mailing date.** Here are some other key details to keep in mind:

- If you don't like the targeted links and blurbs we provide, you can add your own for an additional fee.
- Please give us **48 business hours** to work our magic on any requested edits. We will get this back to you as soon as possible.
- When 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.**
- Once we get your approval, we will schedule your newsletter to email out at your set time. If you want to send it out any earlier or at a different time than usual, please let your project manager know as soon as possible.

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

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

