



## BEFORE YOU SHIP CHECKLIST!

- Spell Check
- Headline Matches Body Copy
- Dates Are Correct
- Addresses Are Correct
- Phone Numbers Are Correct
- Proper Names Are Spelled Correctly
- Sponsor Logos Are Correct
- Who/What/When/Where
- Does it need a call to action?
- Read headlines forward and backward
- Links work
- How does it look on mobile/responsive design?
- Test ticketing link? Is it correct?