

**Trust the  
process!**

**All estimates from B&M Design & Advertising are based on following the process outlined in this document.**

As a small agency, efficiency means we can spend less time on each project and pass the time savings on to our clients.

Our process also means less work for our clients, saving you time and money.

You'll get your project **back faster**, it's **less work** for you and it **costs less** too.

**What's not to like?**

It's worth mentioning that we're flexible as well as efficient, so if you'd rather work another way, just let us know.

We're not in the habit of nasty surprises either, so if a change of process or scope increases the cost of your project, we'll let you know beforehand.

If you have any questions, give us a call or send us an email and we'll be happy to help.

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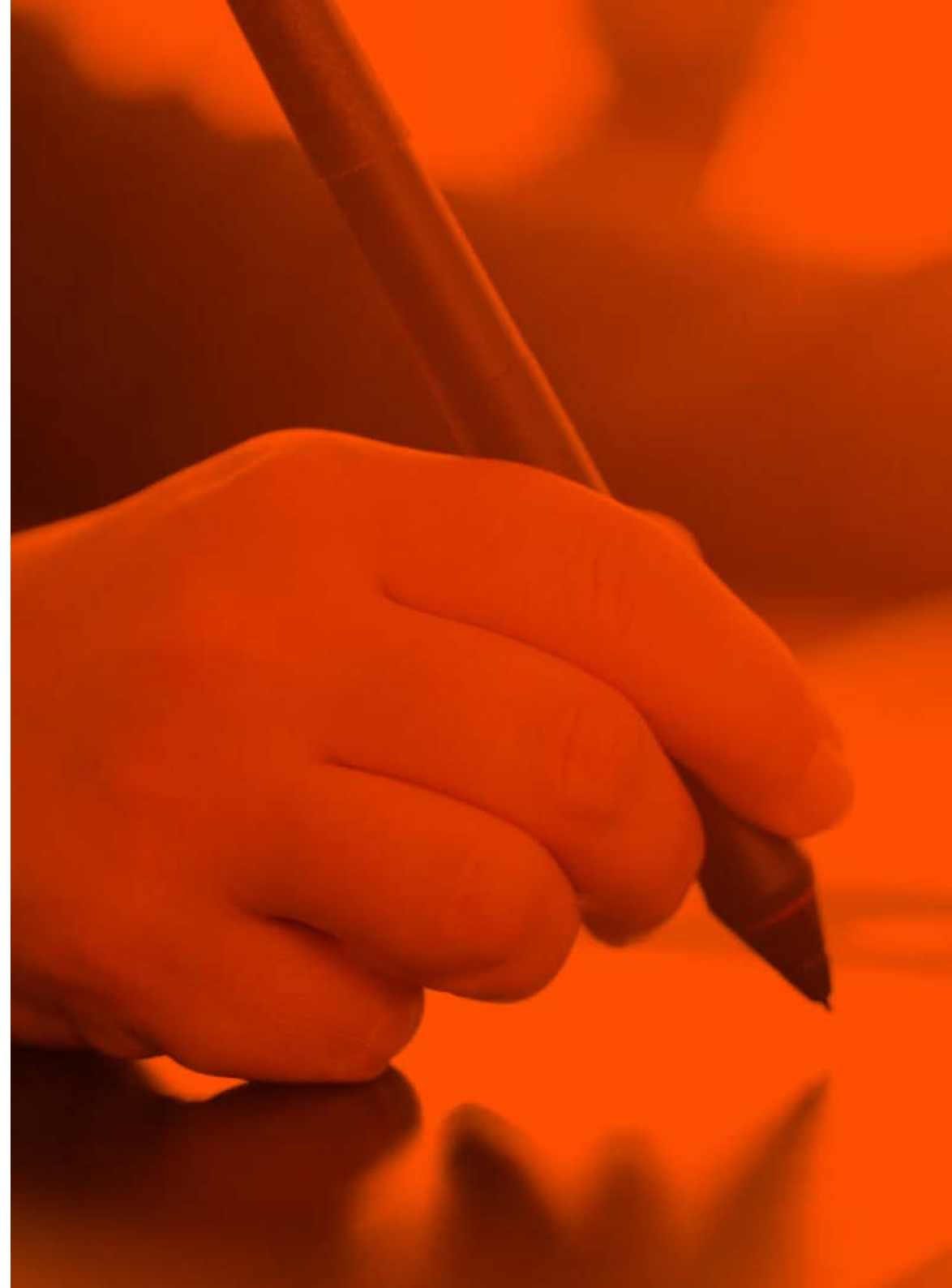
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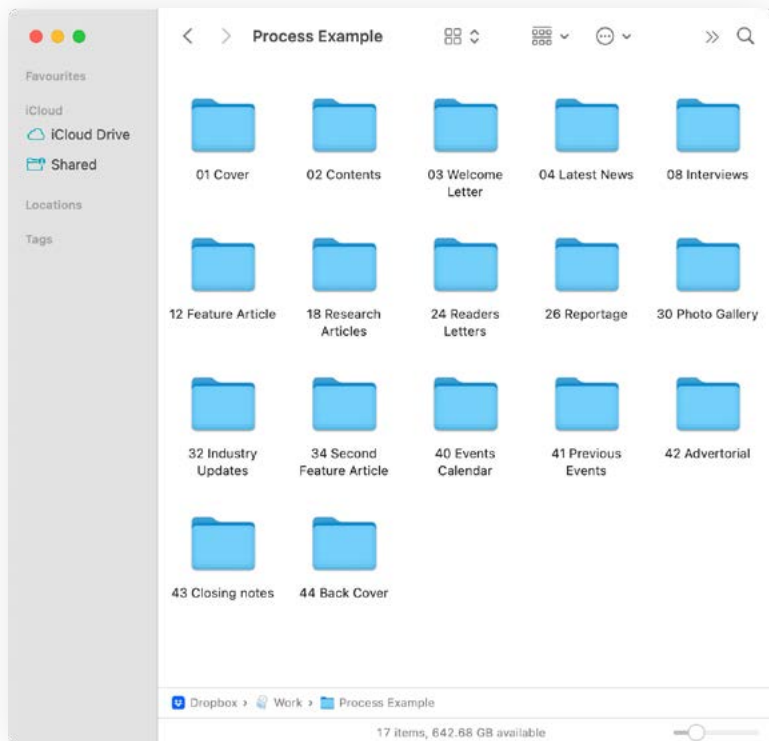
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# Supplying Content

Receiving your content in a well-structured format makes it easier for us to hit the ground running.



## Checklist

- ✓ Upload all content to Dropbox (we'll create the Dropbox for you and share a link) and avoid sending via email
- ✓ Use subfolders for each article or section, numbered in page order (see example opposite)
- ✓ Proofread content and share with other stakeholders first
- ✓ Use individual Word documents for each page, article or section
- ✓ Cross-reference any images for each article, in order of preference, at the start of each Word document
- ✓ Upload these images to the relevant subfolder - we can't use images embedded into Word documents
- ✓ Add any pull quotes at the end of each Word document

# Supplying Feedback

Streamline the feedback process, save yourself time and help us understand your changes.

## Checklist

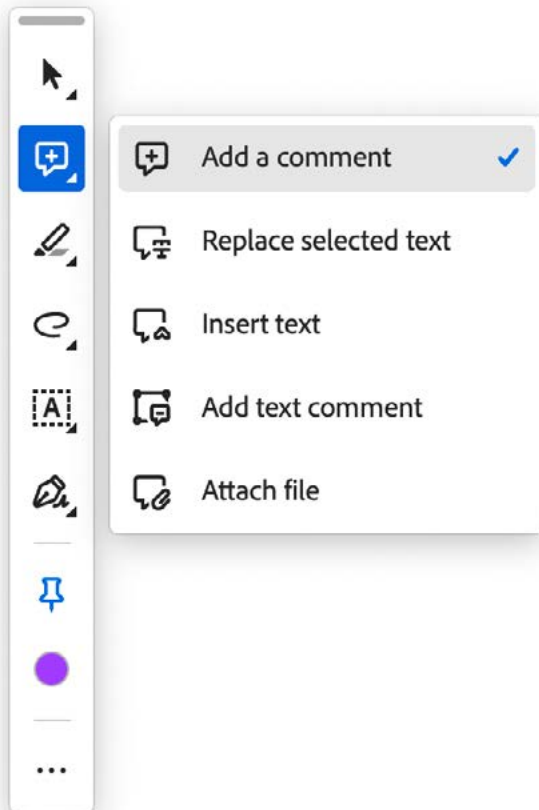
- ✓ If you have lots of changes to an article, create a new version of your Word document and resupply via Dropbox
- ✓ Just let us know you've sent new copy where appropriate
- ✓ A correctly marked-up PDF file allows us to work quickly and clearly

## Things to avoid

- ✗ Text edits sent via email are time-consuming for you to type out and tricky for us to follow
- ✗ For example; "Change the 3rd word in column 2, paragraph 4, line 6, from x to x" is hard work for everyone!
- ✗ Changes sent like this usually don't make sense after the first couple of amends as the text has all shifted

# Adding PDF Comments

Using the comment tools in Acrobat make it easy for us to understand your feedback.



## Checklist

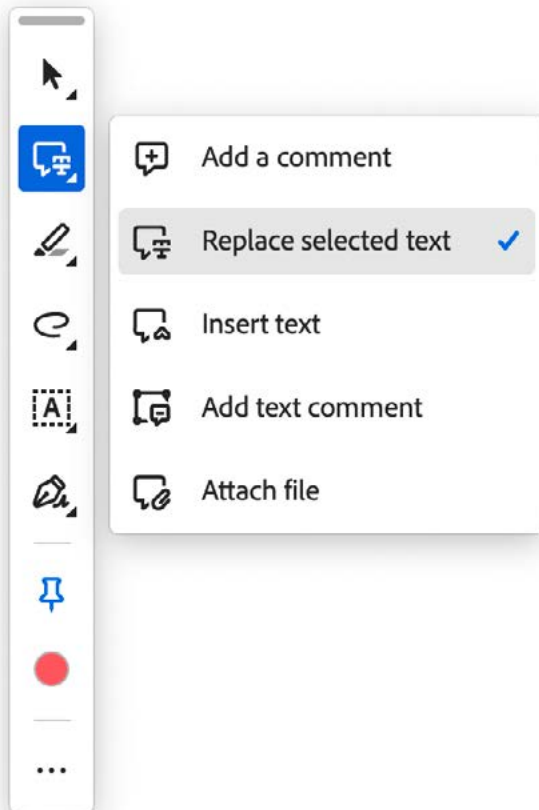
- ✓ Save a new version of your proof, add your comments and upload to the 'Proofs' folder for your job in Dropbox
- ✓ When saving the new version, add your initials to the filename so we know which version is which
- ✓ Use 'Add a comment' or 'Sticky notes' for general page comments and comments on photos or graphics

## Things to avoid

- ✗ Don't change the version number of the proofs - these are for our job workflow
- ✗ Please don't use Sticky Notes for text amends - if the text changes the comments don't move with the copy and we can't tell what you're referring to!
- ✗ Use the 'Add text comment' tool for questions, not edits

# Replacing Text

If you need to replace text, just use the replace text tool!



## Checklist

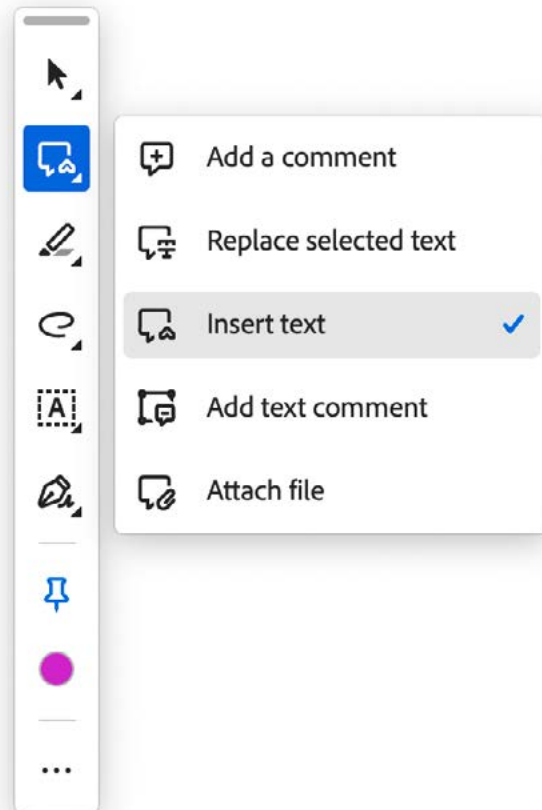
- ✓ Using the correct tool means we can see what you're trying to achieve
- ✓ You don't need to explain the amend - simply select the copy you want to replace and just add your new copy
- ✓ It's less work for you as you don't need to explain the amend. No need to type "please replace this with the following" - we only need the new copy!

## Things to avoid

- ✗ Please don't use 'Add a comment' or Sticky Notes for replacing text!
- ✗ Please don't edit the PDF, just apply comments where changes are needed

# Inserting Text

The insert text tool tells us where new copy should be added in your document.



## Checklist

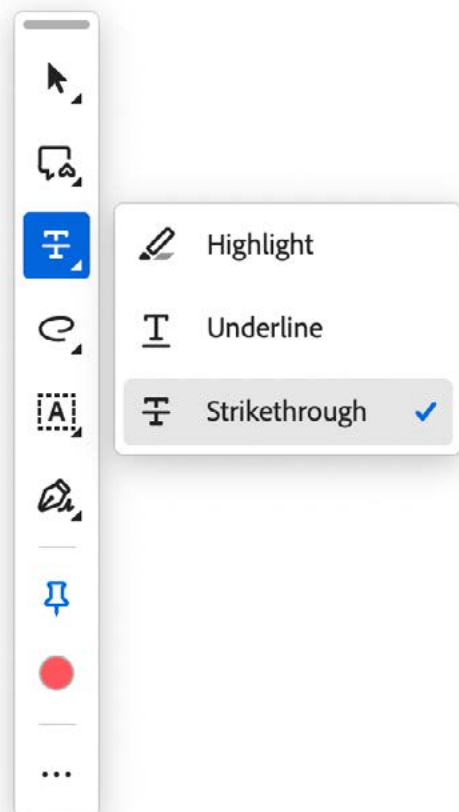
- ✓ Using the correct tool means we can see what you're trying to achieve
- ✓ You don't need to explain the amend - simply click the insertion point for your new copy and add your text
- ✓ It's less work for you as you don't need to explain the amend!

## Things to avoid

- ✗ Please don't use 'Add a comment' or Sticky Notes for inserting text!
- ✗ Please don't edit the PDF, just apply comments where changes are needed

# Deleting Text

The *Strikethrough* tool is the fastest way to show us where text needs to be removed.



## Checklist

- ✓ Using the correct tool means we can see what you're trying to achieve
- ✓ Simply select the copy you want to remove using the *Strikethrough* tool
- ✓ You don't need to explain the amend - just select the text
- ✓ It's less work for you as you don't need to explain the amend!

## Things to avoid

- ✗ Please don't use 'Add a comment' or Sticky Notes for deleting text!
- ✗ Please don't edit the PDF, just apply comments where changes are needed

# A Few Useful Tips

## Checklist

- ✓ Consolidated feedback avoids confusion or multiple stakeholders asking for different amends to the same content
- ✓ Keep all feedback together in the same document where possible
- ✓ If you need to give additional feedback *after* you've given us your marked up PDF back - get in touch first. We'll let you know the best way to add additional feedback.