CHAPTER 8 CHECKLIST

Creative Design: Brand, Site and Ads That Pass Review

- [ ] Brand name and design reviewed for implied outcomes or pressure tactics
- [ ] Approved claims list written for every treatment, with version and date
- [ ] Banned words list shared with every writer and agency
- [ ] Images and video reviewed for implied results and undisclosed paid relationships
- [ ] Ads matched to landing pages, with no condition targeting
- [ ] Platform ad policies read for each platform you will use (Re-check before publication.)
- [ ] Live site reviewed against the six Step 11 checks
- [ ] One named approver set, with written approvals recorded
- [ ] Monthly spot-check of live creative scheduled

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