

3 Release Proof Checks

Before promoting a digital product, make sure the public promise and the delivered files describe the same thing. These three checks cover the offer-and-files portion of the full twelve-check method.

Use one saved piece of evidence for each check. If a stop condition is true, pause the release and reconcile the mismatch before promotion.

1

Make the listing match the files

Pass when: The product page names every delivered format, requirement, file count, version, and important exclusion.

Keep: A dated screenshot or export of the final listing and the matching bundle manifest.

Stop when: The page promises a format, compatibility, result, or item that is not in the bundle.

2

Open every customer file

Pass when: Every delivered file opens in its intended application or a documented standard viewer.

Keep: An open-test result for every manifest row, including the application or viewer used.

Stop when: Any file is corrupt, blank, password-locked by mistake, or depends on an undocumented tool.

3

Compare previews with delivery

Pass when: Every preview shows the actual delivered content and uses the same product version.

Keep: A preview-to-file comparison and the exact preview filenames.

Stop when: A mockup implies editable elements, extra assets, or quality the buyer will not receive.

Continue with the full kit

The 12 Release Proof Checks Kit adds nine checks and comes in Printable PDF or Editable CSV format.

Evidence note

Product and version		Review date	
Reviewed by		Decision	Ready / Hold
Evidence location		Next action	

Educational workflow guidance, not legal, tax, accounting, accessibility, security, or platform-specific advice.