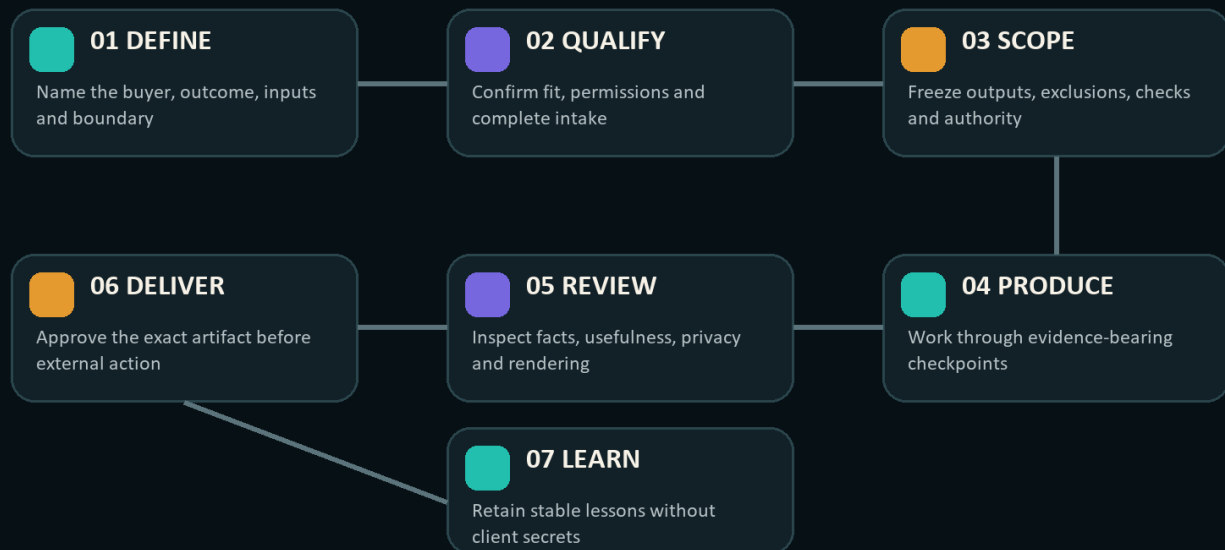


Brief to Sign-Off

The Complete Client Project Kit

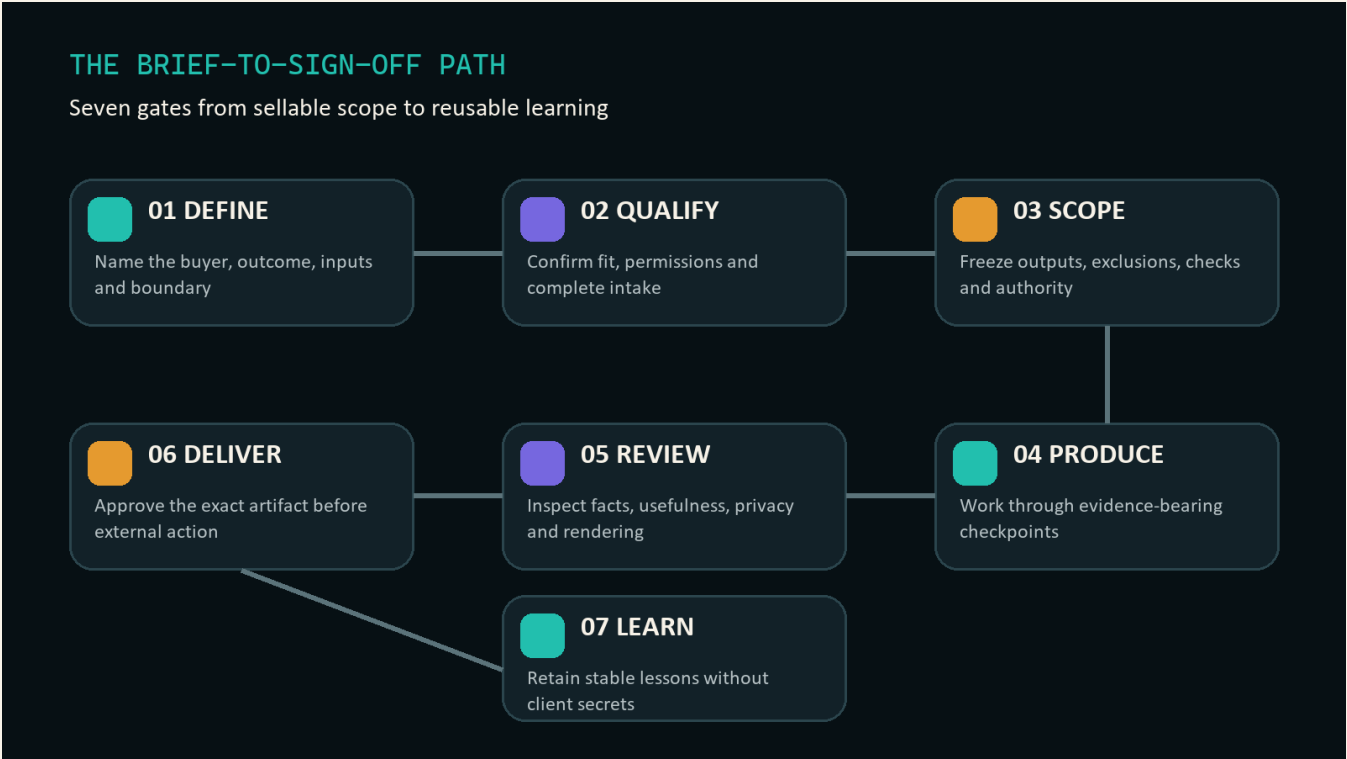
THE BRIEF-TO-SIGN-OFF PATH

Seven gates from sellable scope to reusable learning



Your first job

Choose one existing service that already produces a digital output. Do not start by designing a large agency catalogue. Use the workbook to define one offer, create one fictional or low-risk job, complete the work order, produce through checkpoints, review the actual output, and close with a proof packet. The first goal is a repeatable loop, not maximum automation.



The seven-stage path from offer definition to reusable learning.

- source, review, test, and rendered-QA references;
- limits and unknowns;
- external-action truth.

Customer-safe proof

Public proof should use fictional, sanitised, or explicitly approved material. Do not expose client names, contact details, dashboards, account IDs, internal messages, private metrics, or screenshots merely because they make the product look substantial.

GUIDE / 8. DELIVERY REMAINS A HUMAN GATE

8. Delivery remains a human gate

The toolkit prepares the delivery note but does not send it. The operator verifies the recipient, artifact, message, delivery method, and any expiry or access setting.

Exact delivery candidate

Before delivery, freeze the exact file or archive. If useful, record a SHA-256 checksum. The approval record should name the same artifact that will be sent.

Delivery note

The note should state what is included, where to start, the main scope boundary, and the approved attachment or link. Avoid adding a surprise upsell or stronger promise at the final step.

Follow-up

Follow-up authority does not carry forward automatically. Draft it separately. Recommend the next offer only when the delivered evidence supports the recommendation.

Delivery evidence

Retain the minimum evidence required by your business and privacy obligations: time, recipient or destination reference, artifact version, and success state. Do not retain sensitive platform data in the reusable product folder.

15. Release checklist for your own offer

Offer

- ☐ Buyer, outcome, inputs, outputs, and exclusions are explicit.
- ☐ Price and turnaround are deliberate commercial decisions.
- ☐ Change requests have a clear path.

Fulfilment

- ☐ Intake, work order, checkpoints, status updates where needed, feedback triage, review, proof, and delivery note exist.
- ☐ A fictional or authorised sample completes the loop.
- ☐ The final format has been visually reviewed.

Claims

- ☐ No unsupported revenue, conversion, speed, compatibility, or client-result claim.
- ☐ Advice and implementation are separated.
- ☐ Public proof is fictional, sanitised, or approved.

Delivery

- ☐ The exact artifact can be identified and versioned.
- ☐ Human delivery approval is explicit.
- ☐ Delivered is recorded only with evidence.