



Download Delivery Test

Color Me Crazy Club

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Test What Your Customer Actually Gets

You've finished the printable.

The pages are designed. The final PDF has been exported. You've checked the product, cleaned up the obvious mistakes, and reached the point where you're ready to upload it and move on.

There's one more thing worth checking.

Not the design. Not the sales page. Not whether you should add another bonus, instruction page, or feature.

Check the actual download your customer is going to receive.

A printable can be completely finished and still have a messy delivery package. The wrong version can slip into the download. An old draft can remain inside a ZIP file. Two nearly identical PDFs can leave the customer wondering which one to print. A filename that makes perfect sense to you can look unfinished or confusing to someone seeing it for the first time.

These are small problems, but they happen at the exact point where the customer expects everything to work.

That's what **Download Delivery Test** is designed to catch.

The Product Isn't Finished Until the Delivery Makes Sense

When you create a digital product, you have an advantage your customer doesn't have: you already know what everything is.

You know that FINAL_v4 is the correct version. You remember why there are two instruction PDFs. You know the preview image isn't supposed to be printed. You recognize which file is the main workbook and which file contains the bonus pages.

Your customer knows none of that. They see only what you deliver.

Creator view: "I know what these files are."

Buyer view: "Can I tell what these files are without knowing how the product was made?"

Those aren't the same test.

A delivery package passes when a new buyer can open it, identify the product they purchased, understand any supporting files, and start using the product without having to decode your production process.

If a filename, folder, or file requires inside knowledge to understand, it deserves a second look.

You don't automatically have to change it. You do need to view it from the customer's side before deciding it's finished.

Don't Turn This Into Another Product Audit

The purpose of this test is narrow. You aren't going back through every coloring page looking for design defects. You aren't proofreading the entire workbook again. You aren't reconsidering your product structure or deciding whether it needs more pages.

Those jobs belong earlier in production.

Here, you're testing delivery.

The easiest way to keep yourself from wandering back into creator mode is to ask one question:

“What happens when someone receives these files for the first time?”

That question keeps the test focused on the customer-facing package.

- A file that's missing
- An old version that shouldn't be there
- Two versions when the customer only needs one
- A filename that looks like an unfinished production file
- A supporting file with an unclear purpose
- A ZIP package containing unnecessary working assets
- A folder structure that makes a simple download harder to navigate
- A file that doesn't open or isn't what its name suggests

You're not trying to make the package impressive. You're trying to make it obvious.

Clear beats complicated. A customer download doesn't need to show how much work went into the product. It needs to make the finished product easy to find and use.

The 10-Minute Buyer-View Test

The shortcut inside **Download Delivery Test** is simple: temporarily stop looking at the files as their creator.

Instead, follow the package as a buyer would.

- 1 Download the actual customer package.
- 2 Look at exactly what arrived.
- 3 Check the filenames.
- 4 Identify what should be opened first.
- 5 Open the delivered files.
- 6 Verify that the correct versions are included.
- 7 Look for duplicates and unnecessary extras.
- 8 Check whether the package is easy to navigate.
- 9 View everything as someone who has never seen the product before.
- 10 Mark anything questionable as PASS, FIX, or REMOVE.

PASS means the item works and makes sense. Leave it alone.

FIX means the customer needs the item, but something about its name, version, location, or presentation needs correcting.

REMOVE means the item shouldn't be in the customer package.

This gives every problem a decision. It also prevents a 10-minute check from becoming an hour of random tweaking.

What “Customer-Ready” Actually Looks Like

Imagine you're delivering a printable ocean coloring book.

Your working folder might contain:

```
Ocean_Coloring_FINAL.pdf
Ocean_Coloring_FINAL2.pdf
Ocean_Cover.jpg
Ocean_Preview.jpg
Instructions-new.pdf
Instructions.pdf
license.pdf
```

You may understand that folder perfectly because you created it. A customer shouldn't have to.

The customer package might ultimately need only:

Ocean-Coloring-Book.pdf
Printing-Instructions.pdf
License-Terms.pdf

Nothing important was removed from the product itself. The delivery was simply cleaned up.

Your working files and your customer files serve different people. They shouldn't automatically contain the same things.

Use the Stranger Test

Open the folder containing a product you're preparing to sell and pretend you know only two things:

- 1 The name of the product.
- 2 What the product is supposed to help you do.

Now look at the files. Can you identify the main product immediately? Do the filenames tell you what you're looking at? Are there multiple files that appear to be the same thing? Would you know which one to print? Is there anything in the package that makes you hesitate?

That hesitation is useful. It doesn't automatically mean something is wrong. It tells you where to inspect.

If you find yourself saying, "Well, obviously this means..." stop. It's obvious because you made it. The buyer-view test asks whether it's obvious without that advantage.

Your Goal Is a Clean Stop

You don't need to make your download package elaborate. You need to reach a point where you can say:

- The correct files are here.
- The wrong files aren't.
- The filenames make sense.
- The main product is easy to identify.
- Everything the customer receives has a reason to be there.
- I've opened and checked the package the way a buyer will.

Once those conditions are met, stop.

That stopping point is part of the method. Constantly reopening finished work can create new mistakes just as easily as it can catch old ones.

By the end of the process, you'll have a customer-ready package you've actually inspected from the receiving side. You'll know which files belong in it, which version is being delivered, whether the names make sense, and whether unnecessary production clutter has slipped through.

The first step is to get away from the familiar working folder. Create a clean testing environment, grab the exact package your customer is supposed to receive, and look at it with fresh eyes.

Start With Fresh Eyes

The best way to test a customer download is to remove everything you already know about it.

That means you don't start inside the folder where you built the product. You don't inspect the PDF directly from your design exports. You don't rely on the filenames you've been looking at for the past several days.

You create a clean starting point.

This takes only a few minutes, but it changes the quality of the test. You'll be looking at the delivered package instead of the production environment surrounding it.

Step 1: Get the Actual Customer Package

Start with the exact package a customer is supposed to receive.

You may have a perfectly organized master folder containing the correct files, but that doesn't prove those are the files attached to your product.

If the product is already uploaded to your storefront and you can access the customer download, use that version for the test. If you haven't published yet, use the exact ZIP file, PDF, or group of files you're preparing to upload.

Test what you intend to deliver, not what you intended to put inside it.

If customers receive one ZIP file, test the ZIP file. If customers receive three separate PDFs, test those three PDFs. If the product is delivered as one PDF, test that exact PDF.

Don't reorganize or rename anything yet. You want to see the package in its current state before cleaning it up.

Step 2: Create a Clean Test Folder

Create a new empty folder somewhere easy to reach. Give it a simple temporary name such as CUSTOMER TEST.

Now place the customer download inside it. Nothing else belongs there.

- No source files.
- No Canva exports.
- No alternate covers.
- No previous versions.

- No product mockups.
- No listing graphics.
- No working notes.
- No “just in case” files.

The empty folder removes a common source of confusion: accidentally opening the correct file from your working directory and assuming you opened the customer version.

If the customer receives a ZIP file, put the ZIP into the clean folder and extract it there.

Quick Tip: Don't Fix While You Set Up

If you immediately notice an ugly filename or an unnecessary file, resist the urge to correct it. Make a mental note or mark it for later.

Right now, you want the package exactly as it currently exists. Changing things during setup can hide the problems you're trying to discover.

Step 3: Write Down What Should Be There

Before inspecting every file, create a tiny expected-files list. You don't need a spreadsheet or complicated inventory.

Ask: **What exactly is this customer supposed to receive?**

- Main activity book PDF
- Printing instructions PDF
- License terms PDF

That's your expected package. Write down only what belongs in the purchased download.

Expected Customer Files

Main product: Printable Meal Planner PDF

Supporting file: Printing Instructions PDF

Supporting file: License Terms PDF

Total expected files: 3

Without this list, you're looking at a folder and asking, “Does this seem right?” With it, you can ask a better question: **Did the customer receive exactly what I intended to deliver?**

Step 4: Count Before You Open

Now look at the customer package and count what's actually there. Don't open anything yet.

Compare the number of delivered files with your expected-files list.

Expected: 3 files
Delivered: 5 files
Difference: 2 unexpected files

Or:

Expected: 4 files
Delivered: 3 files
Difference: 1 possible missing file

If the numbers don't match, don't start deleting anything. Just flag the difference. The main test will determine what belongs and what doesn't.

Step 5: Identify the Main Product

Look at the files without opening them and answer this: **Which file contains the main product?**

You should be able to make a reasonable choice from the filename.

If you sell a printable budget planner and the folder contains Budget-Planner.pdf, Printing-Instructions.pdf, and License-Terms.pdf, the answer is obvious.

Now consider BUDGET-FINAL-8.pdf, instructions.pdf, and terms.pdf. You probably know that the first file is the product. A customer may reasonably wonder what the "8" means.

Use the Two-Second Test

Scan the filenames and give yourself roughly two seconds to identify the main product. If you can't, flag the package.

This isn't a scientific measurement. It's a practical filter. You're looking for unnecessary hesitation.

Step 6: Mark Anything You Have to Explain

Look at every filename and notice whether you automatically explain it to yourself.

For example, Planner_FINAL2.pdf. You might think: "FINAL2 is the corrected version after I fixed the margins." That explanation is information the customer doesn't have.

Watch for names containing production language such as:

- final

- final2
- revised
- revision
- draft
- proof
- test
- old
- new
- copy
- backup
- v2, v3, v4
- edit
- working

These words aren't automatically forbidden. The important question is whether the label helps the buyer. If it exists only because of your production process, flag it.

Step 7: Use PASS, FIX, and REMOVE

PASS - the item belongs in the package and already makes sense.

FIX - the customer needs the file, but something about the delivered version creates a problem.

REMOVE - the customer doesn't need the item.

This three-choice filter prevents another common problem: treating every imperfection as a reason to rebuild the package. You're making decisions, not reopening production.

Step 8: Know What You're Not Testing

Before starting the 10-minute test, draw a firm boundary around the job.

You are testing:

- Whether the correct files were delivered
- Whether expected files are missing
- Whether unwanted files were included

- Whether filenames make sense
- Whether the correct versions are present
- Whether delivered files open
- Whether the main product is easy to identify
- Whether the package is easy to understand

You are not testing:

- Whether the product needs more pages
- Whether the cover should be redesigned
- Whether the price is correct
- Whether the listing copy is strong enough
- Whether the product should include another bonus
- Whether the sales page needs improvement
- Whether the entire printable should be redesigned

Your Buyer-View Starting Checklist

- I have the exact package intended for the customer.
- I placed it in a clean testing folder.
- If it's a ZIP file, I'm testing the actual ZIP and its extracted contents.
- I wrote down what files should be included.
- I compared the expected file count with the delivered file count.
- I can identify which file should be the main product.
- I flagged filenames that require explanation.
- I'm using PASS, FIX, and REMOVE instead of making random changes.
- I'm testing delivery only, not reopening product design.
- I haven't cleaned up the package before completing the buyer-view test.

That's all the preparation you need.

You need the real customer package, a clean place to inspect it, a short list of what should be inside, and a willingness to look at those files without relying on what you already know.

Now the package is ready for the part that matters most. Start the clock and follow the download from beginning to end exactly as a new customer would.

Run the 10-Minute Test

Your clean test folder is ready. You know what the customer is supposed to receive, and you've separated the actual delivery package from your working files.

Now start the timer.

The goal for the next 10 minutes is simple: follow the download from the outside in, make fast decisions, and identify anything that could confuse the customer.

Don't correct problems as you find them. Mark them PASS, FIX, or REMOVE and keep moving. You'll clean everything up after the test.

Step 1: Make Sure the Download Opens

Start with the package itself. If you deliver a ZIP file, open or extract the ZIP exactly as a customer would. If you deliver individual files, make sure the downloaded files are accessible from your clean test folder.

Can I get into what I received?

For a ZIP file, confirm that it extracts and produces the files or folders you expected. For an individual PDF, confirm that you can open it normally.

PASS: The package opens normally.

FIX: Something about the delivered package prevents or complicates normal access.

If the package itself doesn't open correctly, stop and correct that problem before approving the download.

Step 2: Compare Expected Files With Delivered Files

Use the expected-files list you created during setup. Compare it with what's actually inside the package.

Expected	Delivered	Result
Main printable	Present	PASS
Printing instructions	Present	PASS
License terms	Missing	FIX
Nothing else expected	Preview JPG included	CHECK

- 1 **Missing files** - something promised or intentionally included isn't there.

- 2 **Unexpected files** - something appears that wasn't supposed to be delivered.
- 3 **Duplicates** - two files may contain the same material.
- 4 **Multiple versions** - more than one apparent version of the main product is present.

An unexpected file isn't automatically wrong. Ask: **Does the customer need this?** If yes, keep checking it. If no, mark REMOVE.

Step 3: Read Every Filename Like a Buyer

For each filename, ask: **If I had never seen this product before, what would I expect this file to contain?**

A strong customer-facing filename usually answers that question without explanation.

TP_COMPLETE_FINAL_03.pdf
TP_INST_REV.pdf
terms-final.pdf

versus

Teacher-Planner.pdf
Printing-Instructions.pdf
License-Terms.pdf

The Filename Clarity Check

- Does the name describe what the file is?
- Can a buyer distinguish it from the other files?
- Is unnecessary production language removed?
- Does the filename avoid unexplained abbreviations?
- Does it look like a finished customer file rather than an internal export?

Mark unclear names FIX.

A Simple Naming Pattern

Main product: Product-Name.pdf
Instructions: Product-Name-Instructions.pdf **or**
Printing-Instructions.pdf
License: Product-Name-License.pdf **or** License-Terms.pdf

If the product legitimately contains multiple versions, describe the difference the customer actually cares about. `Weekly-Planner-Color.pdf` and `Weekly-Planner-Ink-Saver.pdf` are more useful than `Weekly-Planner-v1.pdf` and `Weekly-Planner-v2.pdf`.

Step 4: Find the Starting File

Ask a customer question: **What do I open first?**

You don't need to number every file or add a START HERE document to every package. Adding another file can make a simple product more complicated.

Use the smallest solution that solves the problem. If clearer filenames make the starting point obvious, that may be all you need.

Mark PASS if the main product is immediately recognizable. Mark FIX if several files compete for attention or the primary product is difficult to identify.

Step 5: Open Every Customer-Facing File

Open every file you intend to deliver. This isn't a full content audit. You're confirming identity and basic usability.

- Does it open?
- Is it what the filename says it is?
- Is it the product or supporting file you intended to deliver?
- Does anything immediately indicate that you included the wrong export?

Use the Name-to-Contents Test

Say the filename in plain English, then compare it with what opens.

`Kids-Travel-Activity-Pack.pdf` should open the finished kids' travel activity pack. If it opens an older sample, the filename passes but the file fails.

`Printing-Instructions.pdf` should open current printing instructions. If it opens outdated instructions created for another product, mark FIX.

Step 6: Verify the Final Version

A file can open perfectly and still be the wrong version.

Look for a reliable way to distinguish the approved product from earlier exports.

- Page count
- Cover or title page

- A known correction
- A recently added page
- A corrected instruction
- Another specific feature that distinguishes the approved version

You don't need to reread the entire product. Choose one or two reliable markers.

Filename verification asks: Does the file look correctly named?

Version verification asks: Is this actually the approved file?

You need both. A perfectly named old version is still the wrong delivery.

Step 7: Remove Production Clutter From the Customer View

Look for files that belong to production rather than delivery.

- Product mockups
- Listing graphics
- Social media graphics
- Old exports
- Previous covers
- Draft PDFs
- Temporary files
- Duplicate instructions
- Source files
- Unused alternate versions
- Preview images that serve no customer purpose

Don't automatically remove every image or alternate file. Some products intentionally include JPGs, PNGs, alternate print versions, or other formats.

Does this file have a customer-facing job?

If yes, keep it. If you can't identify a useful customer-facing purpose, mark it REMOVE.

The “Because I Had It” Test

Watch for this explanation: “I included it because I already had it.” That isn't a customer benefit.

Every file creates another choice, another filename, and another item the buyer may try to understand.

Step 8: Check the Folder Structure

Folders should reduce confusion, not create extra clicking.

```
Classroom Worksheets/  
  Final Files/  
    Customer Files/  
      PDFs/  
        Worksheets.pdf
```

Nothing is technically broken. The structure is simply doing more work than necessary.

A cleaner package might be Classroom-Worksheets.pdf and Answer-Key.pdf. If multiple formats genuinely need organization, folders such as PDF-Version and JPG-Pages explain why the separation exists.

Use a folder when grouping files helps the customer make sense of them. Don't use a folder merely because that's how your production files were organized.

Step 9: Run the Stranger Test

Pretend someone handed you this package and told you only the product name and what they purchased.

- 1 What did I receive?
- 2 Which file is the main product?
- 3 What should I open first?
- 4 Do I understand what the other files are for?
- 5 Is there anything here that looks unfinished, duplicated, or unnecessary?
- 6 Can I get from download to using the printable without needing an explanation from the seller?

Pay special attention to hesitation. If you have to explain why two files look nearly identical, mark the issue. If you have to remember which version is correct, mark the issue. If you have to say, “Customers will probably figure it out,” mark the issue.

Step 10: Build Your Fix List

At this point, don't keep inspecting. Turn your findings into decisions.

Download Delivery Test

ACCESS

- Package opens or extracts correctly - Result: PASS / FIX

CONTENTS

- Expected files are present
- No unexplained extras
- No accidental duplicates
- Result: PASS / FIX / REMOVE

FILENAMES

- Main product is clearly named
- Supporting files are understandable
- Production language is removed where unnecessary
- Result: PASS / FIX

FILE CHECK

- Every delivered file opens
- Filename matches contents
- Correct final version is present
- Result: PASS / FIX

ORGANIZATION

- Main product is easy to find
- Folders help rather than complicate navigation
- Every included file has a customer-facing purpose
- Result: PASS / FIX / REMOVE

BUYER VIEW

- A first-time buyer can understand what to open and use - Result: PASS / FIX

Complete Example: From Messy Download to Clear Decisions

Suppose you're preparing a printable homeschool lesson planner. Your expected customer package is the homeschool lesson planner, printing instructions, and license terms.

You download the actual ZIP and find:

```
HomeschoolPlanner_FINAL4.pdf
HomeschoolPlanner_FINAL5.pdf
print-info-old.pdf
printing-info.pdf
planner-cover-preview.png
CMCLicense.pdf
```

Access: The ZIP extracts correctly. PASS.

Expected versus delivered: You expected three files and received six. CHECK.

Filename scan: Both planner files appear to be versions of the same product. FIX.

Starting file: It isn't clear whether FINAL4 or FINAL5 should be opened. FIX.

Open every file: FINAL5 contains the approved planner. FINAL4 is an earlier version. REMOVE FINAL4.

Instructions: print-info-old.pdf contains outdated instructions. REMOVE.
printing-info.pdf contains the current instructions. KEEP, but rename for clarity.

Preview: The cover preview was created for the product listing and doesn't serve a purpose in the customer download. REMOVE.

License: CMCLicense.pdf contains the intended terms. KEEP, with an optional clearer filename.

FIX

- Rename HomeschoolPlanner_FINAL5.pdf to Homeschool-Lesson-Planner.pdf
- Rename printing-info.pdf to Printing-Instructions.pdf
- Rename CMCLicense.pdf to License-Terms.pdf

REMOVE

- HomeschoolPlanner_FINAL4.pdf
- print-info-old.pdf
- planner-cover-preview.png

The finished customer package becomes:

Homeschool-Lesson-Planner.pdf
Printing-Instructions.pdf
License-Terms.pdf

You found specific delivery friction and converted it into specific corrections. That's the entire point of the 10-minute test.

Your Stopping Rule

When you've completed all 10 steps, stop inspecting.

No failures: The package is ready for its final approval pass.

A short FIX/REMOVE list: Correct only those items, rebuild the customer package if necessary, and perform one final verification.

Don't let a successful check tempt you into finding things to change. PASS means pass.

The next job is to clean up only what failed, preserve what already works, and turn your tested files into the final customer-ready package.

Fix Only What Failed

You've completed the buyer-view test. At this point, you should have a short list of files marked FIX or REMOVE.

That list is your boundary.

Don't reopen files that passed because you suddenly thought of another improvement. Don't reorganize the entire package because one filename needs changing. Don't add more instructions to solve a problem that clearer naming would fix.

Your job now is to correct the specific delivery problems you found and create one clean final package.

Start With the Fastest Fixes

Work through your FIX list before touching anything else.

- 1 Rename confusing files.
- 2 Remove unnecessary files.
- 3 Replace outdated or incorrect versions.
- 4 Simplify confusing folders.
- 5 Rebuild the final delivery package.

This order reduces the chance that you'll package everything and then discover you need to rebuild it again. If you have only two problems, fix two problems.

Clean Up Customer-Facing Filenames

Filename changes are usually among the easiest improvements because they don't require redesigning the printable.

DailyPlanner - FINAL - REV3 - CORRECTED .pdf might become Daily-Planner .pdf.

DP_print_notes_new.pdf could become Printing-Instructions.pdf.

- What is this file?
- Can the buyer tell from the name?
- Does anything in the name exist only because of my internal workflow?

When Version Labels Should Stay

Sometimes customers genuinely receive multiple versions. In that case, translate the distinction into customer language.

Calendar-Sunday-Start.pdf
Calendar-Monday-Start.pdf

or

Worksheet-Color.pdf
Worksheet-Ink-Saver.pdf

The buyer needs to understand why both files exist.

Remove Files That Don't Have a Customer Job

Now handle everything marked REMOVE.

Ask: **Was this file intentionally included as part of the product the customer is supposed to receive?**

- Old exports
- Duplicate PDFs
- Obsolete instructions
- Listing previews
- Product mockups
- Temporary cover images
- Backup copies
- Draft files
- Source or working files
- Alternate versions that aren't part of the offer

Be particularly careful with source files. If you're selling a finished printable PDF, the editable production file generally doesn't belong in the customer package unless editable files are intentionally part of the product.

Verify Before Deleting Similar Files

When you find two files that appear to be versions of the same product, don't decide which one is current based on the filename alone.

Recipe-Cards-FINAL.pdf and Recipe-Cards-FINAL-NEW.pdf tell you almost nothing reliable about which one contains the approved product.

Open both. Use the version markers you identified during the test. Confirm first. Then remove the outdated file from the customer package.

Simplify Folders Only When Necessary

A package with several file types may benefit from folders. A package with two PDFs probably doesn't need a five-level directory structure.

Simplify folders around customer choices.

Before

```
Printable Pack/  
  Customer Files/  
    Final/  
      PDF Files/  
        Main Printable.pdf
```

Cleaner

```
Main-Printable.pdf
```

For a larger product, folder names such as Color-Version and Ink-Saver-Version explain why the files are separated.

Don't Add Instructions to Fix a Naming Problem

There's an easy trap here. You notice that your package is confusing, so you create another PDF called READ-ME-FIRST.pdf.

Sometimes a short instruction file genuinely helps. But don't automatically add instructions when simpler naming solves the problem.

Could I solve this by renaming or reorganizing what's already here?

If yes, do that first.

Rebuild From the Corrected Files

Once every FIX and REMOVE decision has been completed, create the actual customer package again.

If you changed the files outside the ZIP, the old ZIP still contains the old package. Create a fresh one.

- 1 Put only the approved customer files into the final delivery folder.
- 2 Confirm that no temporary files remain.
- 3 Create a new ZIP.
- 4 Give the ZIP a clean customer-facing name.
- 5 Move the new ZIP into your clean test area.

For example, `Kids-Rainy-Day-Activity-Pack.zip` is clearer than `KIDS_FINAL_DELIVERY_NEW2.zip`.

Watch for the Replacement Mistake

You can clean every file perfectly and still deliver the previous package if the storefront remains connected to the old download.

Distinguish between the **approved package on your computer** and the **package currently being delivered**.

The package that passed your test must become the package being delivered.

Essential Fixes vs. Optional Improvements

Essential

- Missing customer files
- Wrong product version
- Files that don't open
- Accidental drafts
- Unintended duplicates
- Incorrect supporting files
- Unnecessary working files
- A delivery package that still contains old files after corrections

Optional

- Shortening an already understandable filename

- Creating folders for a large bundle
- Adding an instruction file when the package genuinely needs explanation
- Standardizing naming across several supporting files
- Reordering or grouping a large collection for easier browsing

Don't let optional polish delay a package that already works clearly.

Final Cleanup Check

- Every file marked FIX has been corrected.
- Every file marked REMOVE is gone.
- The main product has a clear customer-facing filename.
- Supporting files have understandable names.
- Similar versions were verified before old copies were removed.
- The approved final product is included.
- No draft, temporary, backup, or production files remain unintentionally.
- Folders exist only where they improve navigation.
- No unnecessary instruction file was added to explain something a clearer filename could solve.
- If files were changed, the delivery ZIP or package was rebuilt.
- The corrected package is ready to replace the old delivery asset.

If every item passes, stop editing.

Use the newly rebuilt package, not the individual files you edited, and follow the customer path one final time. That last pass confirms that the version you're about to deliver is the version you actually approved.

Approve the Final Download

You've reached the point where the customer package should contain the correct files, use understandable filenames, and be free of the production clutter you found during the test.

There's one final job.

Don't inspect your working folder again. Don't rely on the individual files you corrected. Use the exact rebuilt package you intend to deliver.

This last pass gives you a clear stopping point.

Run the One-Minute Buyer-View Check

Open the corrected customer package as if you've never seen it before.

You don't need to repeat the entire production review. You've already done the detailed work.

- 1 Open or extract the package.
- 2 Identify the main product.
- 3 Locate any supporting files.
- 4 Open each delivered file.
- 5 Confirm that everything has an obvious purpose.

If you can move through those five steps without relying on your knowledge of how the product was created, the package is doing its job.

If something still causes hesitation, correct that specific problem and check it again. Don't restart the entire process unless the correction substantially changed the package.

Use the Final Delivery Approval Checklist

- The package opens or extracts correctly.
- Every expected customer file is present.
- No unexpected production files remain.
- The main printable is easy to identify.
- Customer-facing filenames clearly describe the files.
- Every delivered file opens.
- Each filename matches the file behind it.
- The approved final product version is included.

- No obsolete or duplicate versions remain.
- Supporting files have an obvious customer-facing purpose.
- Folder structure is simple and useful, if folders are needed.
- The rebuilt package contains the corrections made during the test.
- The package I'm approving is the package I intend to deliver.

If every essential item passes, you have your customer-ready version. Stop editing it.

Keep One Approved Master

Once the package passes, save one clean master copy separately from your drafts and production files.

Product-Name-Customer-Download-APPROVED.zip

That filename is for you, not necessarily the customer. Its purpose is simple: when you return to the product later, you can immediately identify the package that passed your delivery test.

Your customer-facing filename can remain clean: Product-Name.zip. Your internal approved master can carry the extra label you need for version control.

Remember the Three Decisions

PASS: It belongs, works, and makes sense. Leave it alone.

FIX: It belongs, but something about the delivered version needs correction.

REMOVE: It doesn't belong in the customer package.

That filter is useful because it prevents vague quality-control notes.

Bonus-Pages.pdf - **PASS**
Workbook_FINAL3.pdf - **FIX filename**
old-cover.jpg - **REMOVE**

Keep the Customer View Simple

Test the download before a customer has to.

You don't need to predict every question a buyer could possibly ask. You don't need to build an elaborate delivery structure. You don't need to add files just to make the package feel more substantial.

You need to make sure the correct product reaches the customer in a form that makes sense.

- What did I receive?
- Which file is the product?
- What are the other files for?
- Can I open and use what I purchased?

If your package answers those questions without requiring inside knowledge, you've removed a major source of preventable delivery confusion.

Your Smallest Next Action

If you don't have time to run the complete **Download Delivery Test** right now, do one thing.

Find the customer package for the next printable product you plan to publish. Don't open your working folder. Open the actual delivery package and look only at the filenames.

“If I hadn't created this product, would these names tell me what I received?”

That takes very little time, and it can immediately reveal where your creator knowledge has slipped into the customer experience.

When you're ready, run the full 10-minute test. Download the package. Compare what arrived with what should be there. Check the names. Open the files. Verify the final version. Remove production clutter. Use PASS, FIX, and REMOVE. Rebuild the package. Then perform the final buyer-view check.

Once it passes, upload that verified package and move on.

The customer doesn't need to see the work behind the product.

They need the right files, clearly delivered, ready to use.