

Before you share the link

A practical check for creators delivering a free PDF after email signup.

01 DEFINE THE PROMISE

Asset title / version	
Signup page URL	
Download URL	
Plan / trial end date	
Tester / date	

Intended flow

Signup > confirmation if required > download > optional follow-up > unsubscribe

02 TEST AS A READER

Use an address you control. Record PASS, FAIL, N/T (not tested), or N/A with a reason.

01	Promise	Result: _____
	The page names the file and explains any further emails.	
02	Form	Result: _____
	A valid address works; an invalid address gets a clear error.	
03	Next step	Result: _____
	The success screen tells readers whether to confirm.	
04	Confirmation	Result: _____
	The confirmation button reaches the intended resource.	
05	Inbox	Result: _____
	Record delivery delay and the folder it arrived in.	
06	Access	Result: _____
	Open the PDF without editor access or a private-folder login.	

Finish the reader journey

One inbox test checks this setup. It does not prove an overall delivery rate.

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|-----------|---|---------------|
| 07 | Version
The right PDF opens and its links work. | Result: _____ |
| 08 | Identity
Sender name and reply address match the intended brand. | Result: _____ |
| 09 | Repeat signup
Use the same address again; note extra or missing emails. | Result: _____ |
| 10 | Unsubscribe
Check the intended follow-up stops. If none is planned, mark N/A. | Result: _____ |
| 11 | Mobile
Read both the signup page and the PDF on a narrow screen. | Result: _____ |
| 12 | Plan
Verify these steps remain available after any paid trial ends. | Result: _____ |

03 RECORD THE FIX

Check / expected result	_____
Observed result	_____
Change / owner	_____
Retest result / date	_____

FICTIONAL EXAMPLE

Check 6: FAIL. The PDF asks readers to request access. Correct the intended file sharing after approval, then test again without creator access. Retest: N/T.

A practical test sheet, not legal advice or a delivery guarantee. No setup service or ongoing monitoring is included.