

# A2P 10DLC Deliverability & Compliance Master Checklist

THE OPEN CRM & AUTOMATION ACADEMY | STANDARD OPERATING PROCEDURE | DELIVERABILITY & TELEPHONY

Mission: 100% free, zero-paywall education for small businesses and agencies. Wilmington, DE 19801.

## EXECUTIVE SUMMARY & OPERATIONAL SCOPE

Prevent carrier filtering, message blocking, and registration rejections. Covers IRS EIN entity verification, required opt-in language for website forms, prohibited content red flags, and SP

## TABLE OF CONTENTS & CURRICULUM MODULES

- 1. US Carrier Regulatory Framework (CTIA & TCR Overview)
- 2. Brand Registration Requirements & Legal Business Verification
- 3. Campaign Use-Case Formatting & Sample Message Templates
- 4. Mandatory Web Form Opt-In Verbiage & Privacy Policy Clauses
- 5. Prohibited SMS Verticals & SHAFT Carrier Red Flags
- 6. DKIM, SPF, and DMARC DNS Email Configuration Protocol

### INSTITUTIONAL INTEGRITY & FAIR QUOTE IMPLEMENTATION

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