Before it goes out: AI-assisted work checklist

Run these in order. The early checks catch the mistakes that cost money, and voice comes last.

1 Commitments

- [ ] Prices, discounts, and payment terms match the offer or agreement
- [ ] Deadlines and turnaround times are ones I agreed to
- [ ] What's included and the number of revision rounds are right
- [ ] No results, guarantees, or outcomes I can't stand behind
- [ ] Every next step it promises is one I'll actually deliver

Anything not in a document I can point to comes out or gets checked with the client first.

2 Facts

- [ ] Every name, number, date, and claim matches a source I can open
- [ ] The source supports the specific claim, not just the topic
- [ ] I know where each number originally came from
- [ ] Anything I can't source quickly comes out

3 The brief

- [ ] Compared side by side with the request, notes, or original draft
- [ ] Added: no new claims, promises, or benefits nobody asked for
- [ ] Dropped: caveats, price conditions, and key details are still there
- [ ] Softened or sharpened: "usually" and "can help" didn't become promises

4 Links, attachments, and the basics

- [ ] Every link and attachment opens and goes to the right place
- [ ] The recipient is right
- [ ] It's the current version
- [ ] Shared-file permissions are set correctly

5 Voice, last

- [ ] Read it out loud: would I say it this way on a call?
- [ ] No repeated openers ("More leads. More calls. More revenue.")
- [ ] No false contrasts ("It's not X. It's not Y. It's Z.")
- [ ] No rhetorical section openers ("So, how does it work?")
- [ ] No "imagine" openers
- [ ] No three short, same-length sentences in a row

Client emails

- [ ] To, CC, and BCC hold exactly the right people
- [ ] Reread their email: mine answers what they actually asked
- [ ] The attachment is current and the file name makes sense to them
- [ ] Nothing contradicts our recent conversations

Marketing copy

- [ ] Every claim, including results, is truthful and backed by evidence
- [ ] Testimonials are real and connections are disclosed
- [ ] Promotional email: honest subject line, physical address, working unsubscribe
- [ ] Sent myself a test and checked personalization in preview
- [ ] The page was fact-checked by a person before publishing