

AI Output Review Card

Five checks to run on any AI output before you trust it. Keep it next to your screen.

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Models are capable companions now, which is exactly why the output needs a second look. It usually arrives polished and confident either way. Run these five checks, and paste the prompt when something feels off.

1 Hallucinated facts

LOOKS LIKE A confident name, date, statistic or feature that does not exist. Example: a caption that cites "a 2024 study" nobody can find.

PASTE List every factual claim in your last answer. For each, say how confident you are and what I should check it against. Mark anything you cannot source as unverified.

2 Vague claims

LOOKS LIKE Sentences that sound useful but commit to nothing. Example: "This will significantly improve engagement."

PASTE Rewrite your answer, replacing every vague phrase (significantly, many, best practice, improve) with a specific, checkable statement, or label it clearly as opinion.

3 Tone mismatch

LOOKS LIKE Right content, wrong voice. Example: a LinkedIn caption that reads like a press release, full of words you would never say.

PASTE Here are two things I have written before: [paste]. List every line of your draft that does not sound like me, then rewrite only those lines.

4 Missing context

LOOKS LIKE An answer that would be right for someone else. Example: a study plan that assumes free weekends, or a video cut made for landscape when you post vertical.

PASTE Before I use this, list the assumptions you made about me, my audience and my constraints. Then ask me up to three questions that would change your answer.

5 Did it do what I asked?

LOOKS LIKE Polished output that quietly skipped part of the brief. Example: a clean-looking edit that dropped the captions you asked for, or trimmed a section you said to keep.

PASTE Go back to my original request. Make a checklist of every instruction in it and mark each one done, partly done or not done, with where your output handles it.

Rule of thumb: the more polished it looks, the more carefully you check it.

The model does the work. The judgement stays with you.

Reply to Tuesday's email with COACH and the check that caught something for you. I will tell you how I would build it into your next brief.