



OWNER'S CHECKLIST | REVIEW BEFORE YOU PUBLISH

Keep Your Business Voice When You Use AI

A practical owner's checklist for reviewing AI-assisted emails, posts, offers, and customer responses.



Built for busy owners, not AI experts.

Clear steps. Useful outcomes. No technical maze.

BIZGROWTHAI.COM



Give AI something real to sound like.

Complete this page once. Reuse it whenever you ask AI to draft customer-facing work.

We want customers to feel...

Examples: confident, understood, relieved, energized

Three words that describe our voice

1. _____ 2. _____ 3. _____

We sound like...

A trusted neighbor? A focused expert? A practical coach?

We never sound like...

Examples: pushy, corporate, sarcastic, overly technical

Phrases we naturally use

Words or claims we avoid

Set the draft up to sound human.

A better result starts with better context. Check these before you press Generate.

- [] **I named the exact audience.**
] Not 'customers' - which customers, in what situation?
- [] **I explained the purpose.**
] What should the reader know, feel, or do next?
- [] **I included the facts AI must use.**
] Offer details, boundaries, timing, proof, or process.
- [] **I included a real example of our voice.**
] A past email or paragraph is more useful than 'make it engaging.'
- [] **I stated what AI must not invent.**
] No made-up claims, prices, guarantees, credentials, or urgency.
- [] **I removed sensitive information.**
] No private customer data or confidential business information.
- [] **I asked for an appropriate format.**
] Length, structure, channel, and desired call to action.

A useful instruction to reuse

"Keep the writing specific and human. Do not invent facts, claims, prices, deadlines, customer details, or guarantees. Avoid generic AI phrases and unnecessary buzzwords."

Use the two-minute human review.

AI can create a strong first draft. Your judgment makes it trustworthy.

[]	FACTS	Are every name, number, feature, price, date, and claim accurate?
[]	VOICE	Would a good customer recognize this as something your business would say?
[]	SPECIFICITY	Did you replace generic language with real details and concrete examples?
[]	CLARITY	Can the reader understand the point and the next step on the first pass?
[]	EMPATHY	Does the message respect what the customer may be feeling or trying to solve?
[]	PROMISES	Did AI add guarantees, urgency, outcomes, or commitments you cannot support?
[]	HUMAN TOUCH	Is there one sentence only you could write because you know the situation?
[]	LENGTH	Can you remove anything that repeats, over-explains, or sounds polished but empty?
[]	ACTION	Is the desired next step clear, reasonable, and easy to take?
[]	FINAL READ	Read it aloud. Does it sound natural coming from you?

Words that often make AI writing feel generic.

These are not forbidden. They are signals to pause and ask whether a simpler, more specific phrase would sound better.

In today's fast-paced world	Unlock your potential	Game-changing solution
Revolutionize your business	Seamless experience	Elevate your brand
Delve into	Navigate the landscape	Transformative journey
At the end of the day	It's important to note	Look no further

The final test

Could this message have come from any business?

If yes, add a real detail: a customer situation, a specific process, a genuine point of view, or a next step that reflects how you actually work.





READY TO TURN ONE IDEA INTO A WORKFLOW?

Make AI useful for your business.

Bring the task you want to improve to an AI Clarity Consultation. We will identify the right first workflow, the tools it actually needs, and a practical next step.

Schedule: zcal.co/reggiedh

Consultations are delivered by Reggie through Disciplined Hustle.

