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IM CHECKLIST AI • FREE STARTER CHECKLIST

The AI Marketing Quick-Start Checklist

AI will not replace your marketing judgement, but it will remove hours of grunt work if you use it well. This checklist gets you started fast: the tasks AI is genuinely good at, and the habits that keep the output accurate and on-brand. The rule throughout is simple: let AI draft, and let a human decide.

Project: _____ Date: _____

Part 1 - Set Up To Win

- ☐ 1 **Pick one AI assistant and create your account.**
One tool used well beats five you barely touch.
- ☐ 2 **Write a short description of your brand voice to paste into prompts.**
Context up front is what separates generic output from on-brand output.
- ☐ 3 **Never paste customer personal data into any AI tool.**
Treat everything you type as if it could be stored. Protect your people.

Part 2 - Put It To Work

- ☐ 4 **Use AI to brainstorm headlines, angles and content ideas.**
AI is brilliant at the blank-page problem. Let it get you started.
- ☐ 5 **Draft first versions of emails and posts, then edit as yourself.**
The draft is the AI's job. The final word is always yours.
- ☐ 6 **Ask AI to summarise research or reviews to save reading time.**
Great for speed, but spot-check anything you will publish as fact.

Part 3 - Keep It Honest

☐ 7 **Fact-check every claim, number and name before it goes out.**

AI can sound confident and be wrong. You are the safety net.

☐ 8 **Rewrite anything that sounds generic so it sounds like you.**

The tells of lazy AI writing cost you trust. Edit them out.

☐ 9 **Save prompts that work so you can reuse them next time.**

A small library of proven prompts is a real time-saving asset.

PRO TIPS

- AI is a fast intern, not an expert. Direct it, check it, and take the credit and the responsibility.
- The marketers who win with AI are the ones who still bring the judgement.
- IM Checklist AI includes full volumes on ChatGPT, AI content, AI images and video, and AI chatbots.

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