



Strategy-powered words that sparkle and convert

AI-Assisted Copy QA Checklist

Use AI as a power tool—without sounding like everyone else

Free guide · Responsible use

<https://www.thecreativecopywriters.com>

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1 Principles

Generative AI can accelerate drafts; it cannot replace **judgement**, **facts**, or **voice**. This checklist aligns with responsible practice for marketing and content teams commissioning **copywriting** and **content** work.

2 Before you publish

- ✓ **Fact check:** names, numbers, dates, product claims, regulatory statements.
- ✓ **Source trace:** if the draft “sounds sourced,” verify or delete.
- ✓ **Voice:** read aloud—does it match your worksheet?
- ✓ **Duplication:** strip boilerplate phrases common in model output (“In today’s fast-paced world...”).
- ✓ **Sensitivity:** stereotype scan; inclusive language pass where relevant.

3 Where AI helps

- Brainstorm variants and angles (human selects).
- Rephrase for clarity *after* human-authored substance exists.
- Summarise long inputs you have rights to use.

4 Where humans must lead

- Positioning, promises, and guarantees.
- Anything medicinal, financial, or legally sensitive without expert review.
- Final sign-off on client-facing work.

5 Workflow flags

1. Label internal drafts if AI was used (team policy).
2. Retain human final edit metadata where contracts require disclosure.
3. Never paste confidential client data into tools without agreement.

6 Quick rubric (score 0–2 each)

Criterion	Prompt
Factuality	Every claim tied to evidence?
Specificity	Concrete nouns and numbers vs. filler?
Differentiation	Could a competitor paste their name in and it still works? If yes, rewrite.
Human warmth	Does it sound like your brand, not “helpful assistant”?

7 Sign-off

Editor: _____ **Date:** _____

Compliance / legal (if needed): _____

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