

AI IN 7 DAYS SERIES · FREE RESOURCE

# THE PRE-PUBLISH CHECKLIST

*Run This Before You Publish Anything — Takes Under 5 Minutes*

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## WELCOME TO YOUR PRE-PUBLISH CHECKLIST

### Catch the most common reasons content underperforms.

Use this checklist before you publish anything — a social post, a blog article, a newsletter, a video — pulled directly from AI Content Creation in 7 Days. It takes less than five minutes to run and catches the most common reasons content underperforms before it goes live.

Print it. Save it. Add it to your content library. Make it the last step before you hit publish.

— Tyson Vale

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### What's Inside:

**Hook — 4 checks**

**Audience Fit — 4 checks**

**Accuracy — 4 checks**

**SEO (For Search-Indexed Content) — 6 checks**

**Visuals — 5 checks**

**Call to Action — 5 checks**

**Repurposing Opportunities — 5 checks**

## HOOK

- ☐ The first sentence — or the first three seconds of video — gives the reader or viewer a clear reason to keep going. It earns the second sentence.
- ☐ The hook is specific. It names something, shows something, or says something concrete. Not a vague claim that anyone could have written.
- ☐ The hook would stop you mid-scroll if you encountered it from someone else. You've tested it honestly against that standard.
- ☐ The opening does not begin with your name, "I wanted to share," "In today's post," or any other preamble that delays the point.

## AUDIENCE FIT

- ☐ The content is written for one specific person — your defined audience from Day 1 — not for everyone.
- ☐ The problem, topic, or insight addressed is something your audience genuinely cares about. Not something adjacent to what they care about.
- ☐ The level of complexity and assumed knowledge fits your audience. Not too basic, not too technical — calibrated for the person you're writing for.
- ☐ The content delivers something useful to a new follower who has never seen your work before and knows nothing about you.

## ACCURACY

- ☐ Every fact, statistic, and claim in this content is accurate and verifiable. You've confirmed any specific numbers or research citations rather than approximating from memory.
- ☐ Any AI-generated content has been reviewed for factual accuracy. You have not published AI output without checking it for errors, outdated information, or confident-sounding claims that are actually wrong.
- ☐ If you've cited someone else's work, idea, or research, the attribution is correct and included.
- ☐ The content does not overstate what you know, what you've tested, or what your clients have achieved. Claims match evidence.

## SEO (FOR SEARCH-INDEXED CONTENT)

- ☐ The primary keyword appears in the headline or title — naturally, not forced.
- ☐ The primary keyword appears in the first paragraph of the piece.

## SEO (FOR SEARCH-INDEXED CONTENT) (CONT.)

- ☐ The meta description (for blog posts) or video description (for YouTube) includes the primary keyword in the first sentence and communicates a specific benefit of clicking through.
- ☐ Subheadings incorporate relevant secondary keywords where they fit naturally.
- ☐ For YouTube videos: the title, description, and tags are all complete. Chapter markers are added if the video is eight minutes or longer.
- ☐ Internal links to related pieces of your own content are included where relevant.

## VISUALS

- ☐ Any image, graphic, or thumbnail associated with this content is high-contrast, clearly readable at thumbnail size, and communicates a clear visual message before any text is read.
- ☐ The visual uses your brand colors and fonts consistently. A viewer who has seen your content before would recognize this as yours.
- ☐ If there is text on any graphic, it is spell-checked and readable at small sizes. No typos. No text that gets cut off.
- ☐ The visual adds something the text alone doesn't — it doesn't simply repeat what the caption or headline already says.
- ☐ For video thumbnails: the thumbnail works at small size, the on-screen text is three to five words maximum, and the visual creates curiosity or communicates the outcome clearly.

## CALL TO ACTION

- ☐ There is exactly one call to action in this piece. Not two. Not zero.
- ☐ The call to action is specific about what to do, where to go, and what the reader or viewer gets from doing it. Not "click here" or "learn more" but a description of the action and its value.
- ☐ The call to action is appropriate to where the reader is in their relationship with you. A first-time visitor shouldn't be asked to book a call immediately.
- ☐ For LinkedIn content: the link is in the first comment, not the post body.
- ☐ The call to action is placed at the end of the content — after value has been delivered, not before.

## REPURPOSING OPPORTUNITIES

- ☐ You've identified at least two other formats or platforms this content can be adapted for before it's filed away.

## REPURPOSING OPPORTUNITIES (CONT.)

- ☐ If this is a Content Atom — a long-form, high-value piece — the repurposing session is scheduled, not deferred indefinitely.
- ☐ The most quotable line or most shareable insight has been identified and noted for use as a standalone social post or quote graphic.
- ☐ If this piece contains a framework, a step-by-step process, or a visual-worthy structure, a carousel or infographic version has been added to your content pipeline.
- ☐ This content has been added to your content library in the appropriate section — published archive, evergreen bank, or ideas backlog — so it can be found, refreshed, and reused in the future.

## WHAT'S NEXT?

### Five minutes, every time.

This checklist is one of four bonus chapters inside AI Content Creation in 7 Days, built around the C.R.E.A.T.E. Framework — a repeatable system so quality holds steady even when you're publishing every day.

**See AI Content Creation in 7 Days**

on [tysonvale.com](https://tysonvale.com)

*Part of the AI in 7 Days series by Tyson Vale.*

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