

ASSEMBLY INSTRUCTIONS

CHECK THE ANSWER

7 LEVELS · LEVEL 3

3 steps

Before you send it

Nothing to buy

PARTS The last answer it gave you A pen The real source

WHAT HAPPENED Somebody asked where that number came from.

And you did not have an answer for them.

NOT LOAD BEARING

AI sounds exactly the same when it is right as when it is wrong.

1 Spot the specifics

SPOT

Names

Numbers

Dates

Anything in quotes

Those are the parts that can be wrong. The rest is just the style it is written in.

2 Ask where it came from

ASK

Where did this come from? Give me the original source this information was pulled from.

Two things to take away. It can make up a source too. And a link is not proof. A link is a place to go click.

3 Open them. All of them.

OPEN

Start with the one carrying the most important piece of information, the one going straight to a client or your boss. Read the real page, as close to the original as you can get. If one of them is wrong, go back through all of them and fix everything yourself.

HERE IS MINE · WORKED EXAMPLE

An email going to my whole list with the schedule for a seven part webinar series. It read clean. It was in my voice. Every date on it was a week early. You do not catch that by reading it. You catch it by opening your calendar.

SPOT The specifics I found

ASK Where it says they came from

OPEN What was wrong, and what I fixed

You are still the most important part of this process.

NEXT · GUIDE 06
PROTECT YOUR INFORMATION