

Pass 1 Worksheet

Build the high-risk claims list your team checks first, every time.

TEAM OR COMPANY

CONTENT TYPE

DATE CREATED

REVIEW AGAIN ON

1 Start with the five defaults

These claim types damage credibility most when they're wrong. Check the ones that show up in your content, then write what they look like for you.

CLAIM TYPE	WHAT IT LOOKS LIKE IN OUR CONTENT
☐ Numbers Stats, percentages, dollar amounts	
☐ Studies and research Named reports, surveys, findings	
☐ Regulations and compliance Laws, rules, required disclosures	
☐ Dates and timelines Deadlines, launch dates, "as of" claims	
☐ Names Companies, products, people, titles	

2 Answer four questions

A What claims would hurt us most if they were wrong?

Think pricing, results, health or legal claims, anything a client could quote back to you.

B What kinds of errors would damage our credibility fastest?

With readers, clients, or a regulator.

C What do we always verify, no exceptions?

These become your Pass 1 checklist on the next page.

D What can we safely trust if it passes the "seems right" test?

This tells you where to stop.

Your Pass 1 Checklist

Keep this where your team works. Update it when an error gets through.

3 Write your list

Always verify

Checked against a primary source, every piece.

1	_____
2	_____
3	_____
4	_____
5	_____
6	_____
7	_____

Safe to trust

Passes on "seems right." Skip in Pass 1.

1	_____
2	_____
3	_____
4	_____

The Pass 1 rules

- Verify against the primary source, not the article that quoted it.
- Can't find the source? Cut the claim, soften it, or reframe it as your own experience.
- Your list goes first. Spend your five minutes there before anything else.

4 Run the 15 minutes

0:00 Pass 1: your list, checked against sources	5:00 Pass 2: contradictions, outdated details, weak examples	10:00 Pass 3: citations and a Sources section	15:00 Stop. Publish it.
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5 Track your baseline

Log your next few pieces. If a claim type keeps turning up errors, move it to the top of your list. If it keeps coming up clean, consider moving it to "safe to trust."

PIECE	DATE	MINUTES SPENT	ERRORS FOUND	CLAIM TYPE OF EACH ERROR