

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

AI citations in marketing: verify the claim behind the link

QUESTION

What makes an AI-generated citation useful rather than decorative?

GUIDE TAKEAWAY

Check whether the linked source supports the exact assertion. Citation presence, factual correctness and complete support are separate quality questions.

START HERE

Split material assertions.

YOUR SITUATION

Account or cohort

Decision to make

Starting state and exclusions

Evidence sources, dates, and limitations

Unknowns to validate

WORK THROUGH THE GUIDE

1. Split material assertions

Evidence or input

Output or decision

Owner and review point

2. Open the original source

Evidence or input

Output or decision

Owner and review point

3. Match passage to claim

Evidence or input**Output or decision****Owner and review point**

4. Record the review state

Evidence or input**Output or decision****Owner and review point**

5. Rewrite unsupported conclusions

Evidence or input**Output or decision****Owner and review point****COMPARE THE OPTIONS**

Supported

Useful when: The passage states the claim

Limitation: Scope still matters

Suggested action: Preserve the qualification

Why this fits our situation**Evidence needed before acting**

Interpretive

Useful when: Applying a finding to ABM

Limitation: Not a measured result

Suggested action: Label the application

Why this fits our situation**Evidence needed before acting**

Unsupported

Useful when: Evidence does not establish the claim

Limitation: A real link can mislead

Suggested action: Remove or research the assertion

Why this fits our situation

Evidence needed before acting

Contradicted

Useful when: The source conflicts with the draft

Limitation: Needs correction

Suggested action: Resolve before publication

Why this fits our situation

Evidence needed before acting

COMMIT TO A BOUNDED NEXT STEP

Chosen action

Responsible owner

Required approval

Success measure and definition

Review date

Continue, revise, or stop criteria

Guide: <https://outselll.com/blogs/citation-quality-for-marketing/>

Publisher and evidence policy: <https://outselll.com/editorial-policy/>