

DIRECT IT. CHECK IT. OWN IT.

THE DIRECTOR'S RISK CHECK.

Your prompt pack from Renee Portee's Director's Summit session. Run these on any AI tool before you trust it with your brand, your clients, or your data.

DIRECT IT

Set the boundaries before you start.

CHECK IT

Review the work before anything goes live.

OWN IT

Name who makes the final call.

THE CHECK

THE DIRECTOR'S RISK CHECK

Run this before you approve anything AI made

When to use: Paste this into the same chat, right after the AI finishes the work and before you post, send, or hand it to a client.

DIRECTOR'S RISK CHECK

Act as my risk reviewer, not my assistant. Before I approve, publish, or send what we just made, review it and this whole conversation. Give me a straight report in four parts:

1. **INPUT.** What did I give you? List any client names, customer data, personal information, passwords, contracts, or confidential business details I shared. Tell me whether you keep, store, or learn from what I share here, and which setting controls that. If you don't know, say so.
2. **OUTPUT.** What did you create? Flag every fact, statistic, name, quote, or claim I need to verify before this goes out. Flag anything that could be someone else's work: logos, brand names, characters, lyrics, images of real people, or copied wording. Flag anything that doesn't sound like my brand.
3. **APPROVAL.** What did you do, or could you do, without my OK? List any action you took or were set up to take: posting, sending, scheduling, deleting, buying, or sharing. Confirm that nothing goes live until I say so.
4. **ACCOUNTABILITY.** What are you unsure about? Tell me where you guessed or filled in gaps. Then name the one thing a human must check before this is approved.

Finish with a verdict:

GREEN: ready for my final review.

YELLOW: fix these items first.

RED: stop. This needs a human decision.

Keep it plain and short. Don't soften it.

THE DIRECTOR'S CUT

SCENE 00: BEFORE WE ROLL

Ask this before you share anything

When to use: Start every new AI tool with this. Then go change the settings it tells you about.

Before we start: what do you do with what I share here? Do you keep it, learn from it, or share it with anyone? Which settings control that, and where do I find them?

SCENE 01: THE CASTING CALL

Input: give it only what it needs

When to use: Instead of pasting in client files or customer lists. Fill in the brackets.

I'm directing a [campaign] for my client, [client name], a [what they do]. Here is everything you get:

Brand voice: [three words].

Offer: [the offer, with dates].

Audience: [who it's for].

That's it. No customer names, emails, or purchase history. If you need more to do this well, ask me first. Don't guess and don't fill gaps with made-up details.

Write one promo email.

SCENE 02: THE LOOK

Output: set the creative boundaries

When to use: For graphics, images, and anything visual. Fill in the brackets.

Make a launch graphic for [your offer].

Rules for the frame:

- Don't create or change any real person's face, including mine. No realistic people at all. Use [objects or a scene] instead.
- Don't design a logo. Leave a blank space labeled LOGO for the designer.
- Use only these words: [your exact words].

Before you show it to me, flag anything that looks like someone else's logo, brand, character, or artwork.

SCENE 03: NOTHING AIRS WITHOUT ME

Approval: draft only

When to use: For anything that could go live: posts, emails, schedules.

Draft 3 [Instagram captions] for [your offer].

Don't post, schedule, send, or share anything.

Number them 1 to 3. Under each one, list anything I need to verify before it goes out: dates, prices, and claims.

Then stop and wait for my approval. I'll reply with the number I approve.

SCENE 04: THE FINAL CUT

Check it: the short version

When to use: Live, I ran the full Director's Risk Check at the top of this pack. This is the quick version for when you're short on time.

Before I approve this, list every fact, name, or claim I need to verify, anything that could be someone else's work, and anything that doesn't sound like my brand.

SCENE 05: STANDING ORDERS

Own it: set the rules once

When to use: Save this in the tool's memory or custom instructions if it has them. If not, paste it at the start of each project.

Standing orders for everything we do on [project or client]:

1. You draft. I decide. I'm the final approver, and nothing is final until I type APPROVED.
2. Never publish, send, delete, schedule, or spend without my OK.
3. Don't use client names or customer data unless I say so.
4. Always tell me what you're unsure about or had to guess.

Start your reply by repeating these rules back to me so I know you have them.