PRE-LAUNCH CHECKLIST

OUTBOUND AI CALLS

Run this before any campaign goes live. Current as of November 2026. Not legal advice.

PLAN

- [ ] The purpose of each call is written down and labeled informational or sales.
- [ ] Every number has a consent record of the right type, with date, source and wording.
- [ ] Counsel has reviewed the script, the consent language and the states you call into.

LISTS

- [ ] Scrubbed against the national registry, state lists, your internal list and recent opt-outs.
- [ ] Older consent checked against the Reassigned Numbers Database.
- [ ] Calling windows set in each person's local time, with state limits applied.

THE AGENT

- [ ] Names the business in its first sentence and gives a callback number.
- [ ] Says it's an AI, and answers honestly whenever asked.
- [ ] Offers the opt-out at the start of sales calls and on voicemail.
- [ ] Hands off to a person who is reachable during the campaign.

SYSTEMS

- [ ] Opt-outs captured in the call and synced to every list within ten business days. Same day is better.
- [ ] Caller ID uses numbers you control, with full attestation, registered with analytics providers.
- [ ] Recording disclosures in place for all-party consent states; retry and abandonment limits monitored.
- [ ] Consent records, call logs and recordings kept for at least four years.