

Heat Check Checklist (Full Version)

Review any advocacy message against all 5 Non-Negotiables before you send it.

Instructions

Paste, write, or recall your advocacy message. Then check each item below. Any unchecked box = something to fix before you share it.

Your Message

Rule 1: Facts

- Every factual claim is verifiable
 - No exaggerations or "rounding up"
 - Where I'm uncertain, I say so honestly
-

Rule 2: Dehumanization

- No labels used as weapons ("carnist," "ignorant," etc.)
 - I critique practices, not people's personhood
 - The listener would feel respected reading this
-

Rule 3: Shame

- No "you should be ashamed" energy
 - No guilt-tripping or emotional manipulation
 - The tone invites rather than condemns
-

Rule 4: Trust

- I'm not trying to "win" at the cost of the relationship
- I'm choosing movement over victory
- The listener can disagree without losing face

Rule 5: Exit

- There's an explicit or implicit exit offered
- No backing the listener into a corner
- The ask is incremental, not all-or-nothing

Overall

- If the listener showed this to their friends, I'd be proud of my words
- This message would make someone curious, not defensive

Fixes Needed

Lines I need to rewrite and why:
