

eBook Checklist for Businesses/Brands

Use this eBook process checklist to help you or your team create professional and high-quality eBooks.



eBOOK FIRST STEPS

- Team understand description of the project, goals for the eBook, and what you are going to write about
- Team has company/brand color palette
- Decide on tone for eBook
- Decide on template layout (professional, colorful, trendy, newsletter, magazine, etc)

eBOOK TEMPLATE LAYOUT

FRONT COVER

- Title
- Tagline for eBook
- Cover photo (high-quality image)
- Company/brand logo (if needed)

COPYRIGHT & DISCLAIMER PAGE

- Include copyright for the year of the eBook
 - Include a disclaimer for how the eBook may be used
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- Include sources and credits

TABLE OF CONTENTS PAGE

- Include a table of contents title
- Include each section or each chapter
- Make sure numbers match each section or each chapter

ABOUT PAGE

- Include information about client or company
- Include links to social media accounts
- Include header or footer, and page number

INTRODUCTION PAGE

- The page(s) should include what the reader to going to read or learn about
- Include header or footer, and page number

CONTENT PAGES (multiple pages)

- Include headings
- Include paragraphs of text
- Include high-quality images
- Include links
- Include header or footer, and page number

INTERACTIVE/CALL TO ACTION PAGE

- Include a checklist, link to a sign-up, purchase, worksheet, etc (client will provide information for CTA)
- Include header or footer, and page number

RESOURCE PAGE

- Include additional resources/links for the reader (links may be needed throughout eBook)
- Include data, statistics, or graphs
- Include header or footer, and page number

BACK COVER

- Include logo
- Include link to website

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