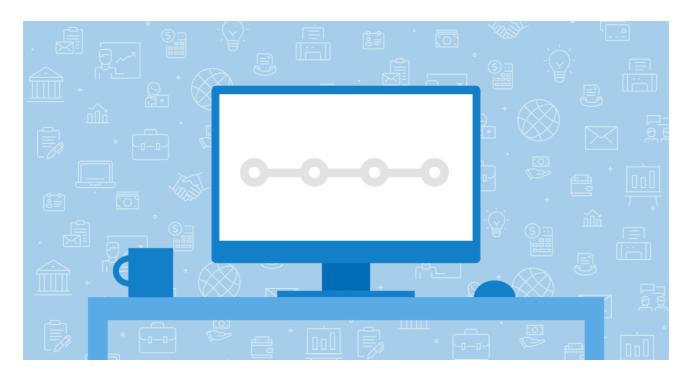
# **eBook Checklist for Businesses/Brands**

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

TABLE OF CONTENTS PAGE    Include a table of contents title   Include ach 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 high-quality images   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	Include sources and credits
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