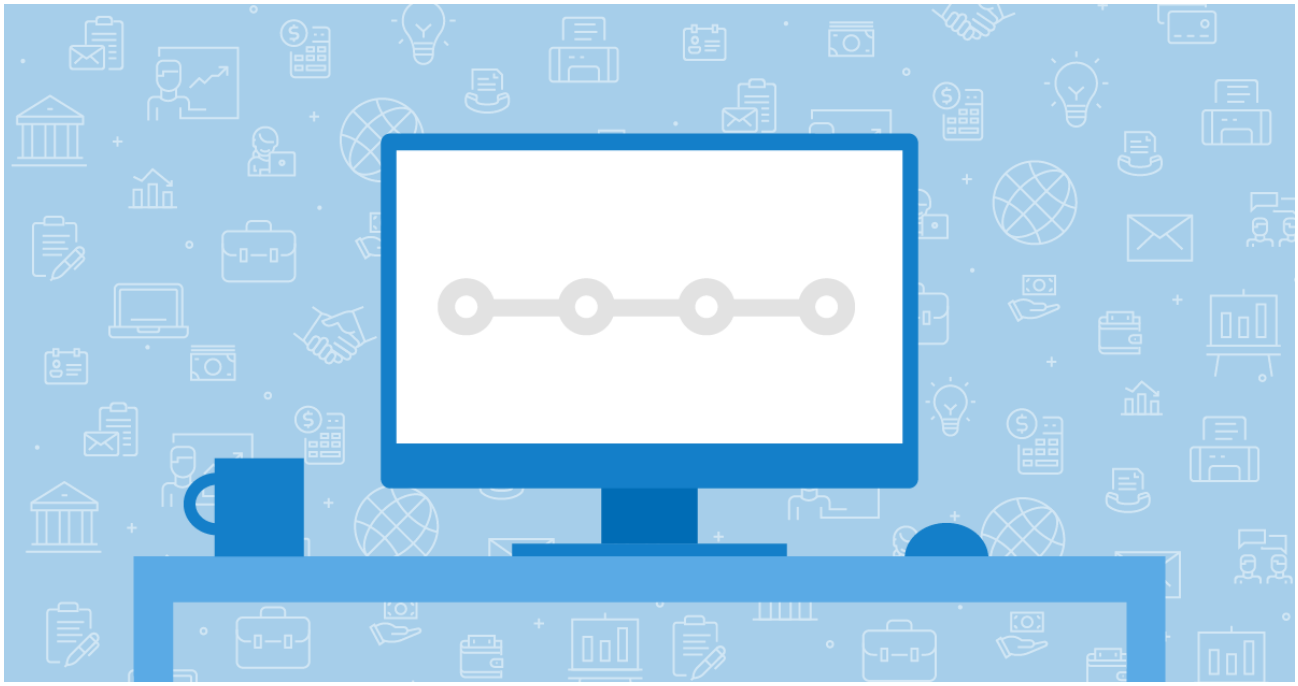
eBook Checklist for Businesses/Brands

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

- [ ] 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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