

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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