



E-book Marketing Checklist

- Conduct market research*
- Do keyword research*
- Select a specific topic*
- Formulate the title*
- Do topic research*
- Create table of contents*
- Write the ebook*
- Or hire a ghostwriter*
 - o Post job on freelance bidding sites
 - o Review bids
 - o Select writer
 - o Orient writer and give table of contents
 - o Monitor writer's work
 - o Review drafts until finalized
- Find affiliate programs to promote in the ebook*
- Proofread and edit*
- Hire a graphic artist to design the cover and sales page graphics*
- Finalize the ebook, including lay-out*
- Convert the ebook into a PDF
- Add ebook to your shopping cart
- Create the sales page*
- Set up the sales page, thank you page and download page
- Set up affiliate system
- Contact possible joint venture partners and affiliates
- Write and schedule autoresponder messages to your list about the E-book*
- Drive traffic to the sales page

* These tasks are already **DONE** for members of [Mom PLR Ebooks](#)

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- grow your subscriber list
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