CHECKLIST Does your ebook really help someone?

Before offering an ebook, apply these ten criteria to a real section. Mark only what you can demonstrate in the file. The goal is to prepare useful material and an honest offer; completing the checklist does not predict sales or income.

THE READER UNDERSTANDS WHO IT IS FOR

- [ ] 1 **Reader defined.** It is clear who uses the guide and in which situation they need it.
- [ ] 2 **Specific problem.** The promise describes an observable task and its limits.

THE READER CAN DO SOMETHING

- [ ] 3 **Executable steps.** Each instruction says what to do and what to record.
- [ ] 4 **Filled-in example.** There is a complete case, labeled as a real case used with permission or an illustrative example.
- [ ] 5 **Exercise with a check.** The reader has space to apply and a criterion for knowing when it is done.

THE CONTENT DESERVES TRUST

- [ ] 6 **Facts verified.** Numbers, names, dates, and claims were checked in the appropriate sources.
- [ ] 7 **Retrievable sources.** The references exist, support the sentences, and can be consulted.
- [ ] 8 **Rights checked.** Texts, images, templates, and people's data are authorized for the intended use.
- [ ] 9 **Transparent offer.** Format, limits, terms, and AI use reflect the process and the applicable rules.
- [ ] 10 **Usage test done.** A person from the audience tried to complete the task; you recorded where they needed help.

The most important item still to resolve

> **RULE OF THUMB**
>
> First correct factual errors, risks, and execution blockers. A high item count does not make up for a critical flaw. See the back for how to apply the list.

APPLICATION See the difference on one page

Teaching demonstration from a weekly-planning guide. The example does not report personal results, clients, or sales.

BEFORE

"Organize your priorities, stay focused, and review your goals."

The advice does not explain what the reader should produce. Criteria 3, 4, and 5 are not demonstrated yet.

AFTER

Open the calendar, gather the commitments, and choose one feasible deliverable for the week. Fill in the three fields below. If time or information is missing, reduce the step or adjust the date instead of assuming everything fits.

- **Concrete deliverable:** send the revised proposal by Thursday.
- **Next step:** check the three scope items and note questions.
- **Block and review:** Tuesday, 9:00 to 9:40 a.m.; when done, record what is left.

Check: is the block on the calendar? Does the step fit in it? Is there information that depends on someone else? Forty minutes is an estimate for this example, not a universal rule.

Now apply it to your ebook

Which real task does your section help complete

Which vague instruction will you turn into a concrete step

Which filled-in example will show that step

Which fact, source, or right needs checking

Ask a person from the audience to try to use the section without your explanation. Record the result produced and the point where they got stuck. That informs the revision; it does not prove market demand.

Your next step: make the most important adjustment, check the file, and repeat the test on the changed part.

Companion to the guide *From knowledge to your first guide: create a useful ebook with AI*. First edition · October 2026.