

Bookmark Checklist

Card creation:

- ☐ I'll create the bookmark myself
 - ☐ Canva
 - ☐ Photoshop
 - ☐ InDesign
 - ☐ Other: _____
- ☐ I'll hire a designer
 - ☐ Fiverr.com
 - ☐ Independent contractor
 - ☐ Other: _____
 - ☐ Contract signed/terms agreed
 - ☐ Deposit paid
 - ☐ Proof received
 - ☐ Revisions sent
 - ☐ Proof approved
 - ☐ Final file received
 - ☐ Original design file received
 - ☐ Final payment sent

Notes:

Bookmark Checklist

Information to include:

- ☐ Name and/or pen name
- ☐ Email address
- ☐ Website
- ☐ Book cover(s)/title(s)
- ☐ Freebie offer
- ☐ Testimonial/Endorsement
- ☐ Author bio
- ☐ _____
- ☐ _____
- ☐ _____

Bookmark formatting:

- ☐ Bookmark size:
 - ☐ 2 inches x 6 inches
 - ☐ 2 inches x 8 inches
 - ☐ Other: _____
- ☐ Resolution 300 dpi/ppi
- ☐ Color:
 - ☐ 2-sided full color
- ☐ Coating:
 - ☐ Laminated
 - ☐ UV

Bookmark Checklist

Keep my bookmarks:

- ☐ Keep in my car
- ☐ Keep in my bags:
 - ☐ Computer/laptop
 - ☐ Purse
 - ☐ Book tote
 - ☐ Other: _____
 - ☐ Other: _____

Marketing with my bookmarks:

- ☐ Any events
- ☐ Mail with bills 😊
- ☐ Book signings: Include inside book
- ☐ People I meet in daily life
- ☐ Include a coupon for other products or services
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____