Checklist for my CALVENDO Project: _____

Improve your chances of getting published and increase your sales by observing our checklist when designing and submitting your product:

Project Idea

☐ My subject/my interpretation is unique.
I have done market research, i. e. with Amazon etc.
I have my target group in mind.

Project Title

☐ Does my title clearly describe my project? With this title, will customers be able to search for and find my project in catalogues and through Google etc.?

☐ I am using an English title for an English project.

☐ Watch out for the copyright of titles! Does the title I wish to give my product already exist in the market?

☐ Is the title entered identically in the CALVENDO Publisher under project name, cover, index page and product description?

Cover

☐ Is my cover representative of the subject of the entire project?

☐ Does my cover image feature a low-activity area where I can place text in a large font?

☐ Is the writing on the cover large and noticeable enough that it can be read even when it is minimized for presentation in a catalogue? It may extend across the entire width of the cover.

☐ Does the font I selected go well with the subject of the project stylistically speaking?

☐ Is the writing at a distance to the edge and is the title well placed? If in doubt, center the title.

☐ Get some opinions by showing people your PDF preview: what do others say about my cover?

Calendar Grid

☐ Did I try out several calendar grids and choose the best one?

☐ Do the colors of the calendar grid and the image borders suit my project?

Images

☐ Does my choice of images consistently match my project title?

☐ I am the author of the images or the image rights rest with me.

☐ Is each and every image interesting for my target group – in terms of the subject and aesthetically?

☐ Craftsmanship: Has image editing been performed? Is the horizon straight? Etc.

☐ Is the image size and orientation the same for every page?

Index Page

☐ Did I include the image title, the (if necessary) title extension (ex. "…/UK-Version" or "…/Family Organizer") and the author?

Product Description

☐ In the case of a calendar version with public holidays from a country other than Germany or for organizers, did I use a title extension such as ("… / UK-Version" or "… / Family Organizer")? See our FAQs.

☐ Did I include a short description—my work described in a very short sentence?

☐ Did I compose a thorough but non-exhaustive blurb about my work?

☐ Did I include a maximum of 12 keywords with which potential customers can find my product in catalogues and search engines?

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