



GUIDED PUBLISHING PACKAGES

Clever Fox Publishing (www.cleverfoxpublishing.com) is India's fastest-growing end-to-end hybrid publisher, with an enviable network spread across 150+ countries and a highly-engaged community of 21,000+ members. We have been bringing out diverse literary voices in all Indian languages with a strong focus on guided and partnered publishing, and pre- and post-publication support.

In addition to the trust and goodwill we enjoy, our disruptive 100% royalty, thorough market analysis service, and tie-ups with producers for on-screen adaptations set our high-quality publishing apart. We provide two models of publishing Guided publishing and partnered publishing.

WOOD PACKAGE

(For books up to 200 Pages)

Services	Wood
Amount (Excludes GST)	Rs 49,999
Government Copyright	Yes
ISBN	Yes
Barcode	Yes
Publishing Consultant	Shared
Publication Manager	Shared
Marketing Strategic call	Yes
Book Title SEO Check	Yes
Cover Design	Advanced (1 sample)/Standard (2 samples)
Images and tables formatting	30 Images/Tables
Content Editing****	Standard editing/Proof- reading – 50,000 words
Formatting & Beautification (Interior Design)	Advanced
Author Proofing (correction rounds)	2 rounds(softcopy)
Author Copies####	16 (Extra copies at discount)
Book Publishing Guide (The Author's Companion)	1 print copy complementary
Free Giveaway	5 eBook
Bookmarks	10
Certificate	E-copy
Clever Author Award	Free registration
Format	Paperback/Hard back
Book Size	Regular
Paper Quality	Standard
Lamination	Custom
National Online	Yes
Premium Online Store	Sapna Online
Global Distribution	Yes
Distribution	Amazon, Shopsy, Flipkart, Ziffy Bees, Sapna Store, Kindle, Google Books, Kobo, Over Drive, Ingram Distribution
Distribution Type	Print & eBook (Global)

Kindle promotion	Yes, Author choice
Clever Fox Free Marketing tool in Dashboard	Yes
Amazon A+ content	Kindle version
Press Release	Asian News/Newstrack/Asian News/Time Bulletin
SEO Optimization	Yes
Magazine Review (Clever Read)	Yes
Google Knowledge Panel (Author branding) **	Yes
Author Website	Single Page
Book Launch	Virtual
Posters	3
Video Trailer	Regular
Book Review (Amazon & Goodreads)##	4 (Kindle)
Influencer marketing	1 social media influencer
Goodreads Page Setup	Yes
Amazon Author Page	Yes
WhatsApp Campaign	Yes
Email Campaign	Yes
Ziffy Bees Coupon	Yes
Amazon Coupon	Yes
YouTube Campaign (Video Trailer)	15 Days
YouTube shots & Instagram reels	Yes
Social Media Advertising	Yes
Facebook and Instagram Paid Ad Campaign	1 month
Amazon Paid Advertising	1 month
Free Giveaway	5 eBook
Amazon Prime Listing	Yes
Author Dashboard	Yes
Royalty	100% of Profit
Sales Tracking	Yes

Service Information

Government Copyright – Yes

Government copyright grants legal protection to the author or creator of a book by providing them with exclusive rights to utilize, reproduce, distribute, and display their work. This ensures that others cannot use the work without the author's permission, thereby safeguarding their intellectual property. Clever Fox Publishing facilitates the application process on behalf of the author, including the submission of print copies to the copyright authority as required. Once the application is submitted, the author receives a diary number and credentials for tracking the copyright status. In the event that objections arise from the government, necessitating a hearing, legal representation may be required, incurring additional charges. In such cases, the author can seek assistance from a legal consultant.

ISBN & Barcode – Yes

Obtaining an ISBN for a publication is crucial in the process of bringing a new title to market. We will provide both an ISBN and barcode for the book. The process typically takes 5–10 days to acquire an ISBN for the title. To expedite the ISBN application, we recommend finalizing your preferred package as early as possible.

Publishing Consultant – Shared

A publishing consultant is a seasoned professional who offers expert guidance and support to authors throughout the publication journey. Their role involves helping authors understand our services, aiding in package selection, facilitating the book review process by our editorial team, and assisting with registration and agreements. In this shared capacity, they also support other authors, which may result in slightly longer response times compared to a dedicated Publishing Consultant.

Publication Manager – Shared

The publication manager (PM) oversees the entirety of the book publishing process, ensuring timely completion within budget and to the satisfaction of all stakeholders. Collaborating closely with the author, editor, designer, marketing team, and other parties involved, the PM coordinates various aspects of the publishing process. In this shared role, they also support other authors, which may result in slightly longer response times compared to a dedicated Publication Manager.

Marketing Strategic Call – Yes

A marketing strategic meeting is arranged between the marketing team and the author during the mid-production stage to devise effective marketing strategies. Based on this meeting, a marketing schedule is developed to align with the book's production timeline.

Book Title SEO Check – Yes

Book Title SEO Check involves optimizing the book title for search engines and e-commerce platforms to enhance visibility and attract potential readers. This process includes researching and incorporating relevant keywords and phrases into the title to improve search rankings.

Cover Design – Advanced (1 Sample)/Standard (2 samples)

Our Advanced cover design service delivers high-quality designs incorporating advanced techniques, features, and customization options. This includes meticulous attention to detail, bespoke graphics, distinctive typography, and advanced formatting to craft visually captivating covers. Authors are encouraged to share their concepts and color preferences for the cover design. Our team then integrates these preferences into the design process, presenting 1 sample of Advanced or 2 samples of Standard for approval.

Illustration and Tables – 30 images

Authors can provide up to 30 illustrations or tables as desired, which our interior design team incorporates seamlessly into the layout of the book. Additional tables of images if you want to add to the book, there will be some minimal charges.

Content Editing – Standard editing/Proofreading – 50,000 words

A copy editor focuses on rectifying typos, grammatical errors, and adhering to punctuation rules to ensure consistency and clarity in the manuscript. They do not delve into broader narrative issues but ensure syntactical correctness and adherence to punctuation rules, tailoring the editing to the specified variant of English (US or UK). Editing or proofreading is for English language. For other language, it will be charged additional.

Formatting & Beautification (Interior Design) – Advanced

Our Advanced interior design service focuses on creating visually appealing and reader-friendly book layouts. Our typesetting team pays meticulous attention to typography, spacing, margins, and overall layout to optimize readability. Visual elements and graphics are strategically incorporated to enhance navigation and aesthetic appeal.

Author Proofing – 2 rounds (softcopy)

Authors receive digital proofs of the book's interior and cover design for approval. Two rounds of corrections are included in the service. Additional rounds are subject to additional charges. It is imperative for authors to provide all corrections within the allotted rounds to ensure timely completion.

Author Copies

The quantity of author copies an author receives will be calculated based on factors such as the number of pages, printing expenses, the use of color, and the type of book being printed. The quantity provided above is for paperback with 70 GSM paper quality, a maximum page count of 200 pages, and black and white printing with standard print sizes. To know exact quantity, please get in touch with your publishing consultant.

Book Publishing Guide – 1 Print copy

Gain access to "The Author's Companion," a comprehensive guide designed to equip budding authors with invaluable insights into the book publishing industry. This meticulously crafted book offers essential knowledge to navigate the intricacies of the publishing market, empowering authors to overcome challenges and make informed decisions, including selecting the correct print model.

Available now on Amazon: <https://www.amazon.in/Authors-Companion-Concise-Writing-Publishing/dp/9356484252>

Free Giveaway – 5 eBooks Copies

We organize free giveaway contests to promote new releases and generate interest in authors and genres. These contests are an effective method to build excitement around a book, reach new readers, and introduce them to new authors. We conduct these giveaways through social media platforms to maximize visibility and engagement. We offer 5 Google books.

Bookmarks – 10

Bookmarks serve as convenient tools for readers to keep track of their progress in a book and mark noteworthy passages or quotes. They also aid in studying or research by allowing easy reference to specific pages or sections. We provide customized bookmarks for promotional purposes, encouraging readers to explore the book further on e-commerce platforms. Additional bookmarks can be requested for an extra charge.



Clever Author Award – Free Registration

Authors with this package receive complimentary registration for nomination into our annual author award event. Winners are recognized across multiple categories based on various criteria including book sales and author awareness.

Format – Paperback or Hardback

Books can be published in either paperback or hardback formats. We also offer combo publishing of both paperback and hardback with some additional charges.

Choose from our standard sizes: 5x8, 5.5x8.5, 6x9, 8.5x8.5, or 8.5x11. Note that larger sizes may increase printing costs.

- **5x8 and 5.5x8.5:** Popular for fiction, poetry, non-fiction, and self-help.
- **6x9:** Common for self-help, non-fiction, children's books, and academic works.
- **8.5x8.5:** Ideal for coffee table books, cookbooks, and books with heavy illustrations.
- **8.5x11:** Suitable for research and academic books, as well as children's titles.

Paper Quality

We offer the following paper types:

- **White or Crème Paper** – 70 GSM
 - White paper is used for academic and research books.
 - Crème paper is best for fiction, non-fiction, poetry, and self-help books.
- **Art Paper** – 100 GSM
 - Used for color books requiring thicker pages.

Cover Lamination – Glossy or Matte

Choose between a glossy or matte finish for your book cover. Glossy covers provide a premium, shiny appearance.

Publication Certificate

Once your book is published, you can download the publication certificate from the author dashboard. If your book has multiple authors, make sure to add them in the co-author field in author dashboard so that all names appear on the certificate. Please ensure all author names are added before the book is published.

Premium Online Store – Sapna Online

We feature our books on Sapna Online, the online portal of Sapna Book House, a prominent bookstore chain in South India. You can access our books available on Sapna Online through the following link:

<https://www.sapnaonline.com/search?keyword=Clever%20Fox%20Publishing>

Distribution Channels

Print: Your print book will be distributed via Amazon, Shopsy, Flipkart, and Ziffy Bees within India. For international distribution, we will do it with help of Amazon and Ingram.

We offer standard delivery and Amazon Prime in the package. Orders above ₹500 on Ziffy Bees qualify for free delivery, the customer can select free delivery in that case.

eBook: eBook distribution is done in Kindle, Kobo, Over Drive and Google Books for both India and International market.

Kindle Promotion – Yes, Author's choice

Kindle Direct Publishing (KDP) Select is a program exclusively for Kindle eBooks. Enrolling in this program or participating in special promotions is free through the author's account. Once enrolled, the book can't be released on other eBook platforms like Google Books. Best practice involves enrolling in Kindle Select for the first 3 months, conducting a free book promotion campaign to collect bulk reviews. After 3 months, the book can be removed from Kindle Select and released on other platforms.

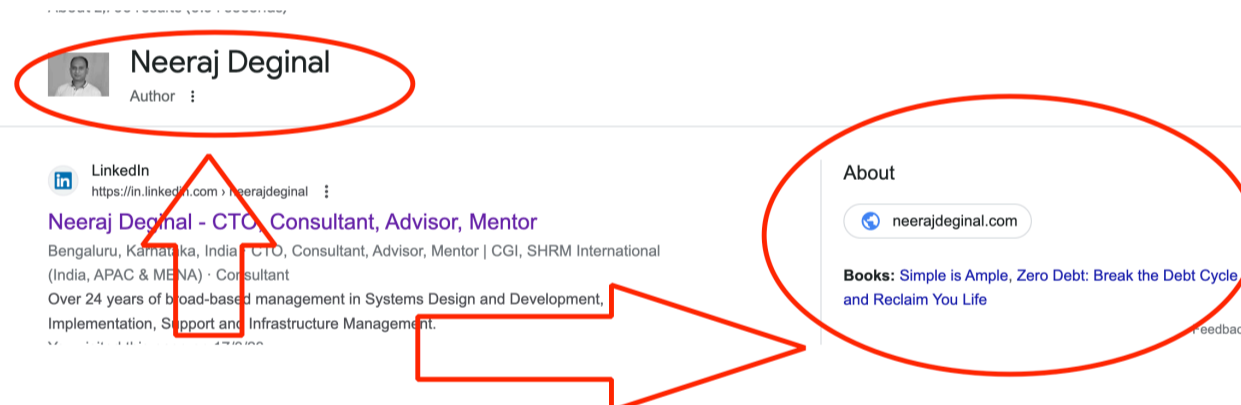
Why Enroll in KDP Select?

You can choose from two excellent promotional tools:

1. **Kindle Countdown Deals:** Provide time-limited promotional discounts for your book while earning royalties.
2. **Free Book Promotion:** Allows readers to obtain your book for free for a limited period (up to 5 days), increasing visibility.

Google Knowledge Panel (Author Branding) – Yes

A Google Knowledge Panel boosts an author's visibility as a public figure on Google, contingent upon linking the author's Google Book. However, this process can only commence after the publication of the Google Book online. The book needs to be listed on Google books



SEO Optimization – Yes

SEO optimization involves optimizing web content to rank higher in search engine results pages (SERPs). Strategies include keyword research, optimizing title and subtitle, optimizing book description, using metadata, and leveraging social media for promotion.

Amazon A+ Content – Kindle (1 country)

Amazon A+ Content is a premium feature available for Kindle in select countries. It enhances product listings with rich media content like images, comparison charts, etc., providing customers with more information and making products stand out. Benefits include improved conversion rates, enhanced customer engagement, increased search visibility, and better brand representation. Clever Fox Publishing creates A+ content for 1 country based on the author's preferences and Amazon's availability.



Press Release – Asian News/Newstrack/Asian News/Time Bulletin*

Our press release packages include platforms such as Asian News, Newstrack, or Time Bulletin. Please note that press releases are exclusively for digital distribution. At the time

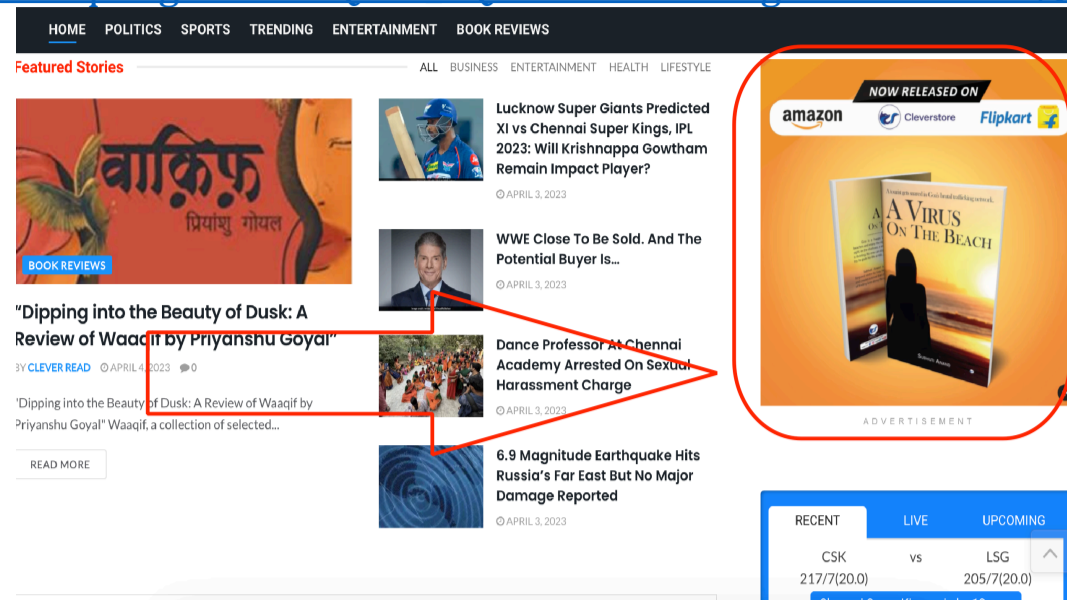
of release, we will publish on one of these platforms based on the author's preference and the availability of the chosen news agency.

Magazine Review (Clever Read)

A book review is written within the publication. Notably, Clever Read magazine is indexed in Google News, thereby amplifying the visibility of your book to a broader audience. This service is available within the package.

Clever Read Magazine: <https://cleverread.in/>

Google News link: https://news.google.com/publications/CAAqBwgKMKrbuQswt_bOAw?hl=en-IN&gl=IN&ceid=IN%3Aen



Author Website – Single Page

An author website serves as a cornerstone for establishing the author's online presence and fostering direct engagement with readers. It functions as a comprehensive platform showcasing essential elements such as book links, social media profiles, author bios, and reader testimonials. Moreover, the author website operates as a dynamic sales funnel for promoting the book effectively. It serves as a digital portfolio, consolidating all relevant information and resources in one accessible location. By leveraging this single link, authors can seamlessly connect with their audience and potential readers.

Furthermore, we enhance the functionality of the website by integrating links to prominent online retailers such as Amazon, Flipkart, and Ziffy Bees, facilitating convenient access for readers to purchase the book across various platforms.

A compelling book description, accompanied by persuasive reasons to read the book, serves as a pivotal component of the website's content. This captivating narrative entices visitors and encourages them to explore further, ultimately driving book sales and engagement.

Additionally, the author website provides a platform to showcase captivating book trailers, offering visitors a visually stimulating preview of the book's themes and content. This multimedia element adds depth and intrigue to the website, further enticing readers to delve into the author's work.

<https://subhashsethi.com/>

Book Launch – Virtual

Online book launch events are organized via Instagram Live Interview.

https://www.instagram.com/reel/C42Q_mty2uW/?igsh=NjAyM2F3aG83enU0

Posters – 3

Custom posters are created for social media promotions.



Video Trailer – Standard

One round of corrections is allowed. Authors should provide the script, and our team will design the trailer accordingly. If the script is changed after we start working on the trailer, additional charges will apply. We develop video trailers using copyright-free footage and AI tools. If the footage does not meet your expectations, you must provide video clips or images for us to use.

Standard Trailer: Video + background music + subtitle

<https://www.youtube.com/watch?v=dcCZrl3Xnns>

Book Review (Amazon & Goodreads) – 4 Kindle & Goodreads

Book reviews significantly impact sales, providing increased visibility, social proof, feedback, algorithmic impact, and reader engagement. We complete these reviews on Kindle (Amazon) and Goodreads. Count is as per eBook review, the count can change if you request for a print book.

Influencer Marketing – 1 Social Media Influencer

Partnering with social media influencers is pivotal for reaching new audiences and igniting excitement. Typically, we collaborate with influencers boasting a minimum of 1000 followers on Instagram. Their recommendations significantly amplify visibility within their dedicated follower base.

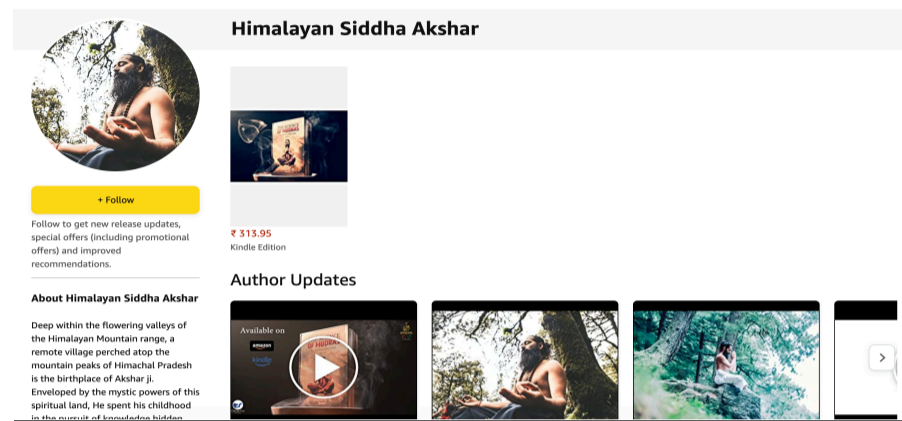


Goodreads Page Setup – Yes

A Goodreads page serves as a hub for bibliophiles to discover new authors, engage in discussions, and leave reviews. Setting up and maintaining a comprehensive Goodreads presence allows the author to connect with readers on a deeper level, garner feedback, and build credibility within the literary community.

Amazon Author Page – Yes

Managed and curated by Clever Fox Publishing, the author's Amazon Author Page serves as a centralized hub for showcasing their entire body of work. Regular updates, author bio enhancements, and strategic optimization ensure maximum exposure to potential readers, ultimately driving sales and expanding the author's reach within the Amazon ecosystem.



WhatsApp/SMS Campaign – Yes

Harnessing the power of professional WhatsApp and SMS campaigns, targeted messages are curated to reach genuine book enthusiasts, driving awareness and interest in the author's latest releases. Through sophisticated targeting and personalized messaging, these campaigns maximize engagement and foster a loyal reader base.

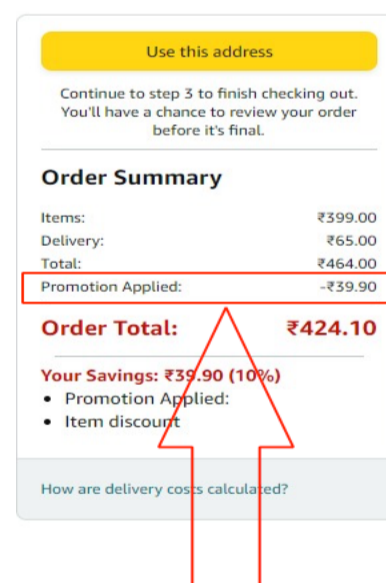


Email Campaign – Yes

Crafted in collaboration with the author, email campaigns serve as a direct line of communication with subscribers, keeping them informed about new releases, exclusive content, and upcoming events. Through compelling storytelling and strategic timing, these campaigns drive engagement, encourage pre-orders, and nurture a loyal fan base.

Discount Coupons

Offering discount coupons for Amazon and the Ziffy Bees incentivizes purchases, driving sales and rewarding loyal readers. These exclusive offers not only boost conversion rates but also foster goodwill among the author's audience, strengthening their connection to the brand.



YouTube Campaign (Video Trailer) – 15 Days

Video trailer campaigns leverage the power of visual storytelling to captivate audiences and generate excitement around the author's latest releases. Through strategic SEO optimization and targeted keyword targeting, these campaigns ensure maximum visibility and engagement, ultimately driving sales and expanding the author's audience on YouTube.

YouTube Shorts & Instagram Reels – Both

Short-form video content, such as YouTube Shorts and Instagram Reels, offers a dynamic and engaging way to connect with audiences and showcase the author's personality and creativity. By delivering bite-sized content that resonates with viewers, these platforms drive brand awareness and foster deeper connections with the author's audience.

Social Media Advertising – Yes

Strategic promotions across Instagram, Facebook, and LinkedIn leverage Clever Fox Publishing's substantial follower base to drive targeted traffic and engagement. By delivering compelling content and optimized ad campaigns, these platforms maximize reach, drive conversions, and amplify the author's presence within the digital landscape.

Facebook and Instagram Paid Ad Campaign – 1 Month

Tailored ad campaigns on Facebook and Instagram optimize targeting and engagement for different book genres, ensuring maximum visibility and ROI. By leveraging advanced targeting options and compelling ad creatives, these campaigns drive awareness, attract new readers, and boost book sales effectively.

Amazon Advertising – 1 Month

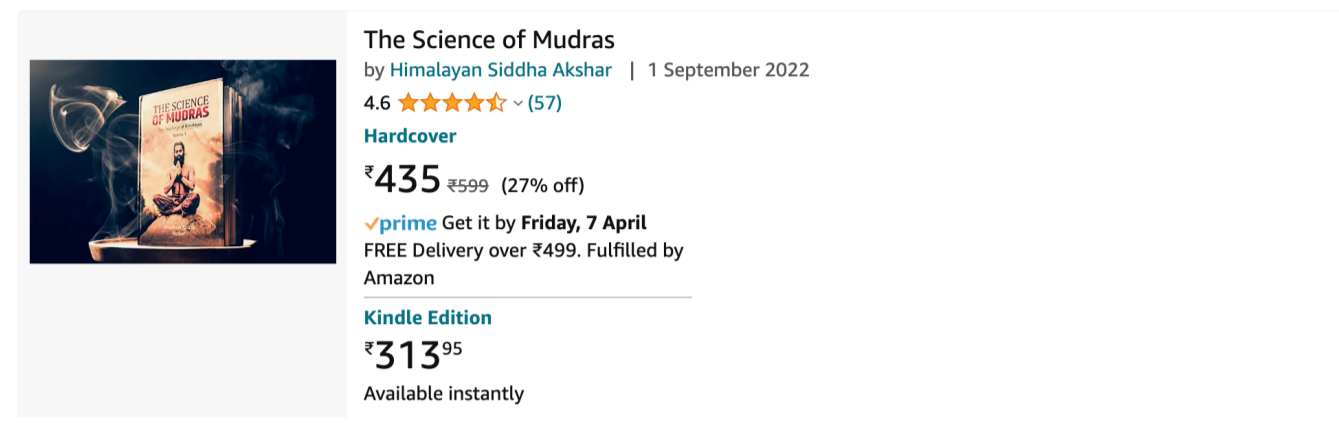
Amazon Marketing Services (AMS) promote the author's books through headline service ads and product display ads, increasing visibility and driving sales on the Amazon platform. Through strategic keyword targeting and campaign optimization, AMS campaigns maximize exposure, improve discoverability, and elevate the author's presence within the competitive marketplace.

Free Giveaway – 5 eBook

Free giveaway contests provide an opportunity to promote book awareness, generate buzz, and engage with readers on social media platforms. By offering free print copies of the author's books, these giveaways incentivize participation, drive engagement, and foster a sense of excitement and anticipation among fans.

Amazon Prime Listing – Yes

Listing books as Amazon Prime products guarantees expedited delivery and authentic certification, significantly enhancing the overall shopping experience for customers and boosting the likelihood of conversion. Leveraging the trust and convenience associated with Amazon Prime, the author's books achieve heightened visibility and credibility among potential buyers, thereby driving sales and broadening their audience reach. Please note that Amazon Prime listing is exclusively available for standard size books. If your book is customized in size, we offer an alternative Amazon Prime plan. For further details, kindly consult your designated publishing consultant.



Book Fair Participation – Add-on

Participating in book fairs offers invaluable opportunities to showcase your work, connect with readers, and network with industry professionals. By displaying your book at prominent book fairs, you gain exposure to a diverse audience of book enthusiasts, thereby enhancing visibility and fostering new connections within the literary community. This service is available as an add-on to your package. For more information, please consult your publishing consultant.

<https://www.youtube.com/watch?v=vGJ40iiddcl>



Author Dashboard Access – Yes

Our user-friendly dashboard allows you to manage all aspects of your publishing journey, from book submission and agreement signing to payment and sales tracking.

- [Learn how to submit your book.](#)

Royalty – 100%

Authors receive 100% of the profits after print and distribution costs are deducted.

- [Learn how royalties work.](#)
- You can also use our [author royalty calculator.](#)

Sales Dashboard

Track your book sales through our sales dashboard, which is updated daily for Amazon, Flipkart, and Ziffy Bees orders within India. The dashboard offers advanced tools such as geographic heatmaps to help you understand your sales trends. International paperback sales are updated on monthly basis as it takes time to receive the international sales report from these platforms.

For Kindle, we list the book directly under the author's account, allowing the author to receive payments directly from Kindle. For Google Books, Kobo, overdrive, Sapna Online, we update the dashboard once every month.

- [Learn more about the Book Sales Dashboard.](#)

White Level Publishing

Please note we are also offering White level publishing where we will not use our logo on book cover and inside pages. Here you have the option to promote your own brand. There will be additional charges for white level publishing. Kindly check with your publishing consultant on this.

Please refer our FAQ section to know more: <https://www.cleverfoxpublishing.com/faq-page/>