



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.

PARCHMENT SELECT PACKAGE

(For books up to 200 Pages)

Services	Parchment Select
Amount (Excludes GST)	Rs 1,79,999
Government Copyright	Yes
ISBN	Yes
Barcode	Yes
Publishing Consultant	Dedicated
Publication Manager	Dedicated
Marketing Strategic call	Yes
Plagiarism Check Report	Yes
Book Title SEO Check	Yes
Cover Design	Premium (1 sample)
Images and tables formatting	50 Images/Tables
Content Editing****	Standard Editing (1,10,000 words)/ Line Editing (30,000 words)
Book Summary Edit	Yes
Formatting & Beautification (Interior Design)	Premium
Author Proofing (correction rounds)	2 rounds(softcopy)
Author Copies####	32 (Extra copies at discount)
Book Publishing Guide (The Author's Companion)	1 print copy complementary
Free Giveaway	10 print copies
Bookmarks	50
Certificate	Print
Clever Author Award	Free registration
Format	Paperback & Hardback
Book Size	Custom
Paper Quality	Premium
Lamination	Custom
Amazon Pre-order	Yes
National Online	Yes
Premium Online Store	Sapna Online
AI file creation for Distribution	Yes

Physical Distribution	Physical store distribution (3 cities*)
Library Distribution	3 national libraries
Airport Stores	Add-on
Global Distribution	Yes
Distribution	Amazon, Flipkart, Shopsy, Ziffy Bees, Sapna Store, 3 libraries, Physical store distribution (3 cities*), Kindle, Google Books, Kobo, Over Drive, Ingram Distribution
Distribution Type	Print & eBook (Global)
Advanced eBook Distribution	Add-on
Kindle promotion	Yes, Author choice
Clever Fox Free Marketing tool in Dashboard	Yes
Amazon A+ content	Kindle (3 countries) and Print (3 countries)
Press Release	PTI + 50 media platforms / ANI + 100 media*
SEO Optimization	Yes
Magazine Review (Clever Read)	Special Coverage
Google Knowledge Panel (Author branding) **	Yes
Submit KDP promotion sites\$\$	Yes, Free or 99c promo
Author Website	Advanced
Book Launch	Virtual (Insta Live)
Posters	3
Video Trailer	Premium
Book Review (Amazon & Goodreads)##	12 (Kindle)
Influencer marketing	4 social media influencers
Goodreads Page Setup	Yes
Amazon Author Page	Yes
WhatsApp Campaign	Yes (Advance)
Email Campaign	Yes
Ziffy Bees Coupon	Yes
Amazon Coupon	Yes
YouTube Campaign (Video Trailer)	45 Days
YouTube shots & Instagram reels	Yes
Instagram Live Author interview	Yes
Merchandise gifting options	Add-on
Social Media Advertising	Yes
Facebook and Instagram Paid Ad Campaign	3 months
Amazon Paid Advertising	3 months
Free Giveaway	10 print copies
Podcast release	4 platforms
Amazon Prime Listing	Yes
Bookfair Participation***	Book display (1 book fair)
Bestseller Guidance	Yes
Audio Book	Discounted Cost
Author Dashboard	Yes
Royalty	100% of Profit
Sales Tracking	Yes

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 – Dedicated

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. As a dedicated publishing consultant, you can expect expedited responses and personalized assistance tailored to your specific needs.

Publication Manager – Dedicated

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. Dedicated here implies that you will receive quicker responses compared to our standard service.

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.

Plagiarism Check Report – Yes

Our plagiarism detection tool generates a comprehensive report by scanning the submitted document against an extensive database of existing works. It identifies any instances of text or content that may have been copied or paraphrased without proper attribution, though it's limited to textual content only. The word limit for this will be up to 1,10,000. Above this word limit, there will be additional charges applicable.

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 – Premium (1 Sample)

Our premium cover design service offers high-quality designs with advanced techniques, features, and customization options. This includes meticulous attention to detail, custom graphics, unique typography, and advanced formatting to create visually captivating covers. Authors are encouraged to share their concept and color preferences for the cover design, which our team incorporates into the design process, providing 1 sample for approval. 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 for approval.

Illustration and Tables Formatting – 50 Images/Tables

Authors can provide up to 50 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 (1,10,000 words)/ Line Editing (30,000 words)**Line Editing/Advanced Editing:**

A line editor meticulously reviews your manuscript, focusing on tone, clarity, and coherence to enhance reader engagement and narrative effectiveness.

1. **Tone and Emotion:** Aligning the tone and emotion with your narrative is crucial for reader engagement. Whether it's a joyful romance or a somber war story, the appropriate emotion must be conveyed to enhance the impact.
2. **Elimination of Unnecessary Adjectives:** Adjectives should enhance, not burden, your narrative. Redundant adjectives can dilute the effectiveness of your writing.
3. **Sentence Flow:** Ensuring coherence and cohesion in sentence structure is vital for clarity and understanding. A line editor identifies and rectifies any digressive or disjointed sentences.
4. **Avoiding Clichés:** Steering clear of cliché phrases and dialogues maintains the authenticity of your writing and prevents reader disengagement.
5. **Eliminating Repetitions:** Repetitive information can bore readers and weaken the narrative's impact. A line editor identifies and rectifies redundancies.
6. **Addressing Missing Plot Points:** Ensuring all plot points are adequately addressed prevents confusion and maintains narrative coherence.

Copy-editing/Standard Editing:

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).

For other language, line editing/standard editing will be charged additional.

Book Summary Edit – Yes

Our team offers editing services for book summaries to enhance clarity, accuracy, and concision. A compelling book summary is pivotal in attracting readers, so we meticulously review and revise the submitted summary, incorporating substantial and line editing as necessary. Authors can also submit existing summaries for review and enhancement.

Formatting & Beautification (Interior Design) – Premium

Our premium 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. Physical proofing options are available at an extra cost. 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 – 10 Print 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 our website and social media platforms to maximize visibility and engagement.

Bookmarks – 50

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.



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.

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 both paperback and hardback formats. In this package you get combo listing of both Paperback and Hardback.

Kindle Edition ₹199.00 incl. GST Available instantly	Hardcover ₹695.00 incl. GST
Paperback ₹444.00 incl. GST	

Book Size

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 – Premium

The quality of a book's pages significantly influences the reading experience. We offer premium A1 quality paper, available in natural white, sunshine yellow, and various colored variants, tailored to the author's preferences. We use imported papers such as Stora for natural shades and Maplitho for white, ensuring superior texture and durability.

Lamination (Matte Finish or Gloss)

Lamination serves to protect paper products from various forms of damage, including creasing, water damage, staining, smudging, and fading, as well as from grease or fingerprints. We provide superior lamination options for books, available in both matte and gloss finishes, enhancing both the aesthetics and durability of the final product. You also have the option to add UV Spot on the cover, though this will increase the print cost. The cost of UV Spot is calculated based on the amount of text you choose to highlight, with a minimum order of 100 copies. For more details, please contact your publishing consultant.

Amazon Pre-order – Yes

Amazon Pre-order allows customers to place orders for products before their official release or availability for shipping. We offer a standard 7-day pre-order option for our books.

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>

AI File Creation for Distribution – Yes

We prepare an AI (Advertising Information) file to share with our distributors, containing essential details about the book and author. Our publication manager assists authors in creating this file.

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.

Physical Distribution – Physical Store Distribution (3 Metro Cities)

We distribute books to major metro cities like Chennai, Bengaluru, and Hyderabad. For comprehensive information on physical distribution terms, kindly reach out to your designated publishing consultant. It's important to note that for physical distribution, the author is responsible for covering the initial print costs. However, based on sales, you will recoup the print expenses and earn profits accordingly. Please be aware that our physical distribution operates on a sale and return model.

Library Distribution – 3 National Libraries

In compliance with legal deposit regulations, we send one sample copy of the book to three national libraries in India: National Library of India (Kolkata), Central Secretariat Library (New Delhi), and Chennai Library. This practice aims to preserve India's national heritage.

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.

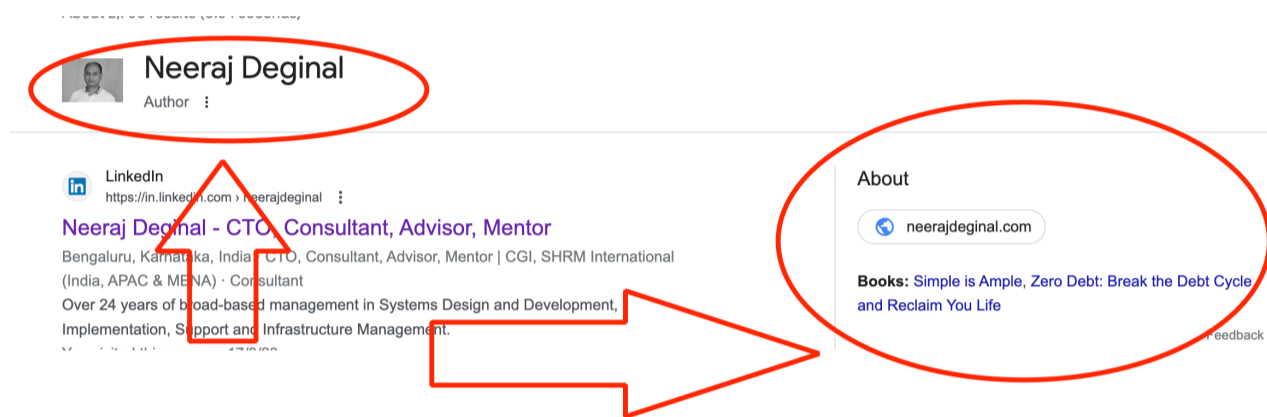
Why Enroll in KDP Select?

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.



SEO Optimization – Yes

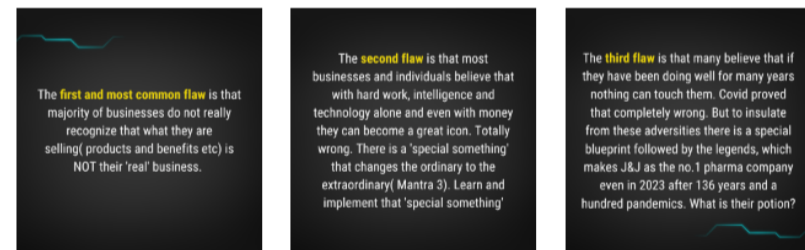
SEO optimization involves optimizing web content to rank higher in search engine results pages (SERPs). Strategies include keyword research, optimizing title and subtitle, optimizing book description, using metadata, and leveraging social media for promotion.

Amazon A+ Content – Kindle (3 countries) and Print (3 countries)

Amazon A+ Content is a premium feature available for Kindle and Print books 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 3 countries based on the author's preferences and Amazon's availability.



THE 3 COMMON FLAWS THAT MAKE MOST COMPANIES AND INDIVIDUALS STRUGGLE IN SPITE OF HARD WORK AND INTELLIGENCE WHILE THE FEW SOAR TO THE HEIGHTS OF SUCCESS DESPITE PANDEMIC AND ADVERSITIES



THE MOST COMMON FLAW THE SECOND UNDISCOVERED FLAW THIRD AND ARROGANT FLAW



Global Leaders Speak. The incredible bringing together of 'method' and 'mind'. Success Secrets from actions that the rare few have dared, defied and achieved the impossible. Decide to be extraordinary

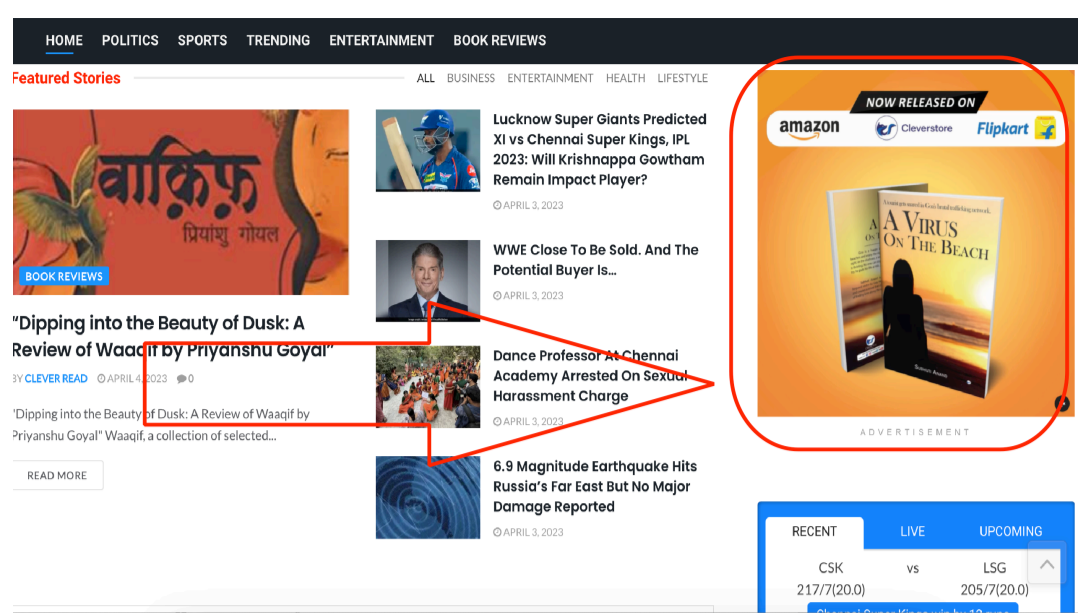


Magazine Review (Clever Read) – Special Coverage

Our services encompass a 15-day banner ad placement in Clever Read magazine, accompanied by a featured book review within the publication. Notably, Clever Read magazine is indexed in Google News, thereby amplifying the visibility of your book to a broader audience.

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

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



Press Release - PTI + 50 Media Platforms/ANI + 100 Media

Press release packages include PTI and ANI distribution, two major Indian news agencies. PTI guarantees coverage on a minimum of 50 media platforms, while ANI guarantees coverage on 100 platforms. After release, other media outlets pick up the content as per their interest. The press release is for digital releases only. Here is an example of our press release report shared with our authors.

#	Logo	Media	Potential Audience	Action
#		Google	36,95,00,000	View Release
#		Yahoo	23,98,00,000	View Release
1.		PTI	14,525,420	View Release
2.		The Week	12,120,000	View Release
3.		Everydaysubjects	170,983	View Release
4.		The Hindustan Express	143,688	View Release
5.		Daily gossip online	90,856	View Release
6.		Kerala News Journal	10,961	View Release
7.		Bihar News Watch	10,921	View Release
8.		Times Of India Daily	10,818	View Release
9.		Tri media	10,776	View Release
10.		News India Live	10,705	View Release
11.		Sandwich	10,702	View Release
12.		Jharkhand News Hub	10,701	View Release
13.		Himachal Pradesh News Flash	10,663	View Release
14.		Goreadtright	10,614	View Release
15.		Amazing Topics	10,584	View Release
16.		Topics toknow	10,565	View Release

Submit KDP Promotion Sites – Yes, Free or 99c Promo

Kindle eBook promotions are submitted to various sites for free or discounted promotion. Clever Fox Publishing offers this service exclusively.

Book Details (1) Book Details (2) Site Selection Promo Dates

Select Promotion Type: FREE Promo 99c Promo Permafree

<input checked="" type="checkbox"/> Mega Book Deals	<input checked="" type="checkbox"/> Book Promotion	<input checked="" type="checkbox"/> Best Free Kindle Books
<input checked="" type="checkbox"/> Its Write Now	<input type="checkbox"/> Frugal Freebies	<input checked="" type="checkbox"/> Ebook Fan Club
<input checked="" type="checkbox"/> Discount Book Man	<input type="checkbox"/> Digital Book Today Notes	<input checked="" type="checkbox"/> Get Books Daily
<input checked="" type="checkbox"/> Awesome Gang	<input checked="" type="checkbox"/> Book Bongo	<input checked="" type="checkbox"/> Cheap Book Promos
<input checked="" type="checkbox"/> Book Boost	<input checked="" type="checkbox"/> NFKB Notes	<input checked="" type="checkbox"/> Nebula Of Books
<input checked="" type="checkbox"/> Pretty Hot	<input checked="" type="checkbox"/> Book Angel Notes	<input checked="" type="checkbox"/> Classy Cat Books
<input checked="" type="checkbox"/> One Hundred Free Books	<input checked="" type="checkbox"/> Deal Seeking Mom	<input checked="" type="checkbox"/> Books Barrel
<input checked="" type="checkbox"/> eBooks Habit Notes	<input checked="" type="checkbox"/> I Crave Freebies	<input checked="" type="checkbox"/> The Girl with All The Books
<input checked="" type="checkbox"/> Book Circle Notes	<input checked="" type="checkbox"/> Reading Deals Notes	<input type="checkbox"/> Crave Books Notes
<input type="checkbox"/> Bookzio Notes	<input type="checkbox"/> Indies Today	<input type="checkbox"/> eReader Girl Notes
<input type="checkbox"/> Free99Books Notes	<input checked="" type="checkbox"/> Free Book Tips Notes	<input checked="" type="checkbox"/> Deluxe Romance Notes
<input type="checkbox"/> Free Stuff Times	<input checked="" type="checkbox"/> Free eBooks Daily	<input checked="" type="checkbox"/> Pillow Talk Books Notes
<input checked="" type="checkbox"/> Your New Books	<input checked="" type="checkbox"/> Digital Link Spot	<input type="checkbox"/> BrainZig Notes
<input checked="" type="checkbox"/> Choosy Bookworm	<input checked="" type="checkbox"/> Kindle Nation	

Author Website – Advanced

An advanced 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. Additionally, it offers innovative features like merchandise gifting options, providing readers with the opportunity to purchase unique items related to the author's work.

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://bookwritingmastery.com/>

Book Launch – Yes

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 – Advanced

Advanced video trailers enhance engagement and promotion by visually showcasing the book. Authors should provide the script, and our team will design the trailer accordingly. One round of corrections is allowed. 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.

Advanced Trailer: Video + background music + subtitle + voice over

*Voice over we only provide AI generated and it is offered for only English language books

<https://www.youtube.com/watch?v=iqximJB9yac&t=2s>

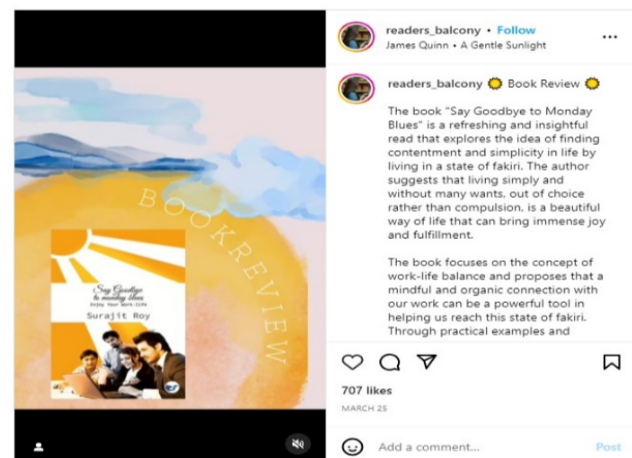
<https://www.youtube.com/watch?v=LyHwy4K2PpQ&pp=ygUVY2xldmVylGZveCBwdWJsaXNoaW5n>

Book Review (Amazon & Goodreads) – 12 Kindle

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 – 4 Social Media Influencers

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.

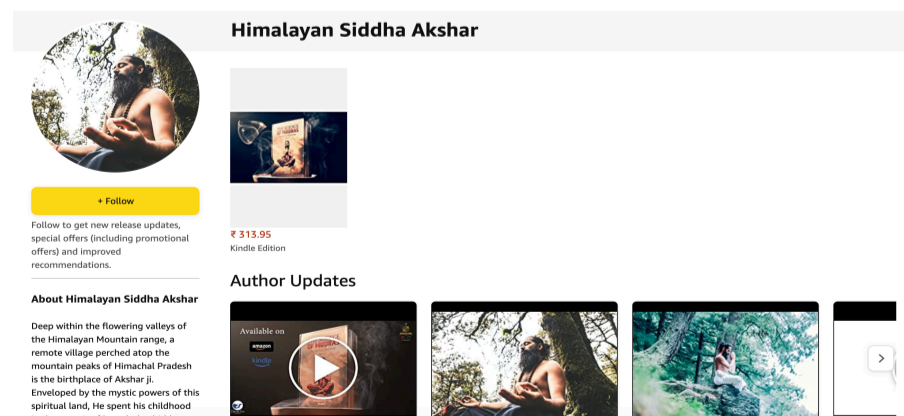


Goodreads Page Setup – Yes

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 (Advanced)

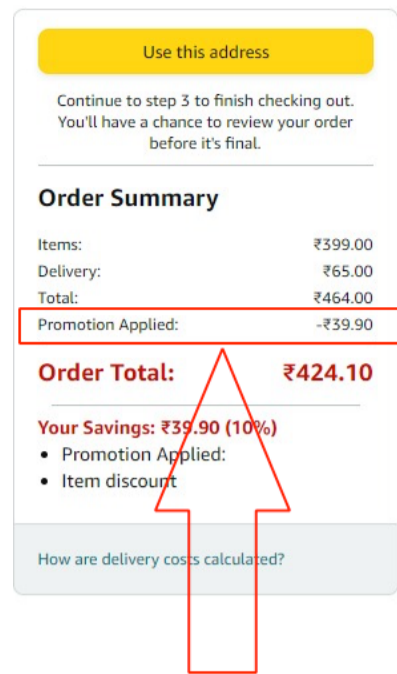
Harnessing the power of professional WhatsApp and SMS campaigns, targeted messages are curated to reach genuine book enthusiasts, driving awareness and interest in the author's latest releases. Through sophisticated targeting and personalized messaging, these campaigns maximize engagement and foster 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) – 45 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 – 3 Months

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 – 3 Months

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.

Merchandise Gifting Options – Add-on

In addition to books, merchandise options like printed T-shirts and coffee mugs featuring the book cover serve as unique gifts for bulk purchases on the author's website. These branded merchandise items not only enhance brand visibility but also offer fans an opportunity to show their support and affinity for the author's work. To learn more about the add-on charges, please contact our publishing consultants.



Free Giveaway – 10 Print Copies

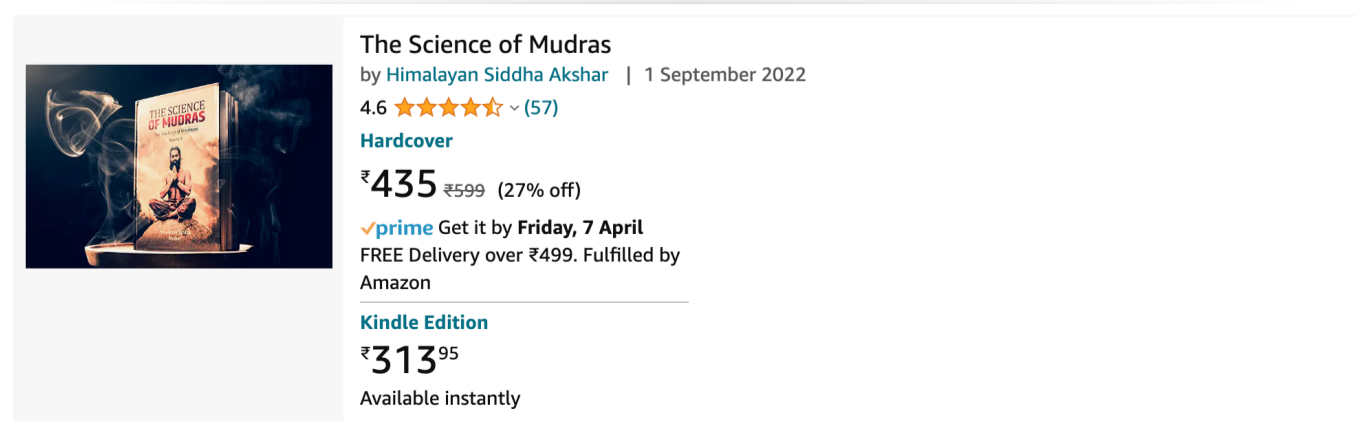
Free giveaway contests provide an opportunity to promote book awareness, generate buzz, and engage with readers on social media platforms. By offering free print copies of the author's books, these giveaways incentivize participation, drive engagement, and foster a sense of excitement and anticipation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

Podcast Release – 4 Platforms

Podcasts featuring author interviews or book readings are distributed across leading platforms, reaching new audiences and driving interest in the author's work. By sharing personal insights, behind-the-scenes anecdotes, and compelling storytelling, these podcasts deepen the connection with listeners and cultivate a loyal fan base over time.

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 – Book Display (1 Book Fair)

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.

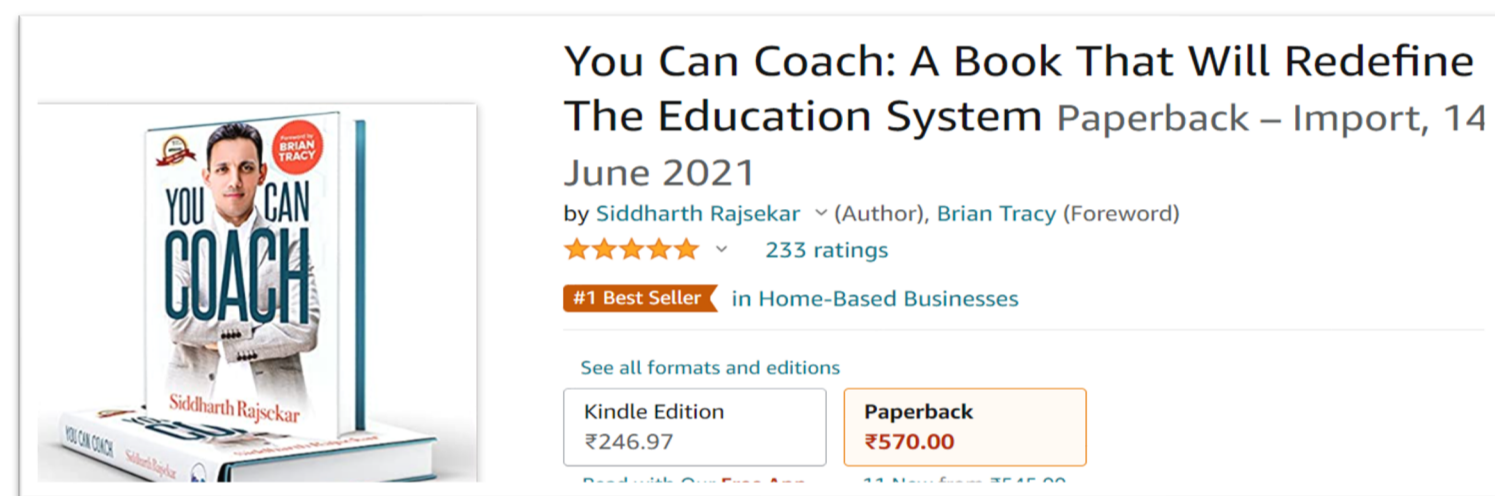
As part of this package, we facilitate the display of your book at any one book fair where we are participating. You can find more information about one of the book fairs we've participated in Delhi through the following link.

<https://www.youtube.com/watch?v=vGJ40iuidcl>



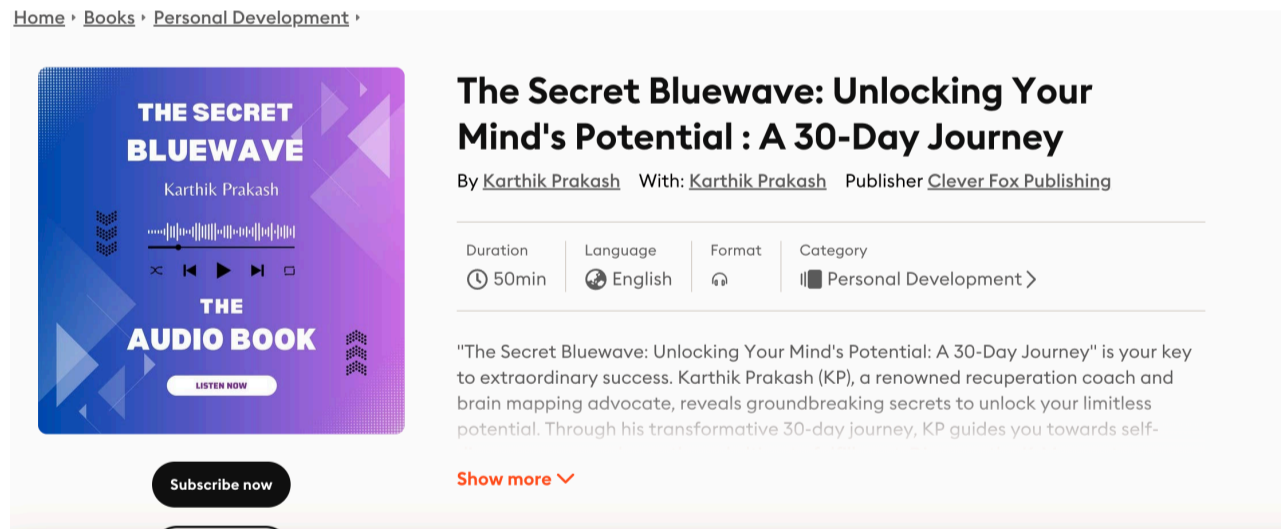
Bestseller Guidance – Yes

Guidance on factors that enhance the likelihood of becoming a bestseller equips authors with invaluable insights and strategies for optimizing their book launch and marketing endeavors. Through the utilization of proven tactics and industry best practices, authors can significantly augment their chances of attaining bestseller status, thereby maximizing their book's success in the market. Our team provides assistance from the inception of the publishing journey, meticulously examining factors that can bolster the book's bestseller prospects.



Audio Book – Discounted Cost

Offering audiobook distribution at a discounted cost expands accessibility for readers and enhances the overall reading experience. By making the author's books available in multiple formats, including audio, authors can reach a broader audience and cater to different preferences, ultimately driving sales and maximizing revenue opportunities.



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/>