



# HYBRID PUBLISHING PACKAGES

Clever Fox Publishing is India's fastest-growing end-to-end hybrid publisher, renowned for our extensive network spanning over 150 countries and a vibrant community of more than 21,000 members. We specialize in bringing diverse literary voices to life in all Indian languages, with a strong emphasis on guided and hybrid/partnered publishing, along with comprehensive pre- and post-publication support.

## **Partnered Publishing Model**

Our partnered publishing approach offers a balance between traditional publishing and author control. In this model, the author and publisher collaborate closely, sharing both the risks and the rewards. If you have a standout manuscript, we're dedicated to helping it achieve its full potential.

## **Submission Guidelines**

To submit your manuscript, please provide the following:

- Author's CV: Include a comprehensive CV along with a cover letter clearly stating the subject of your submission.
- Synopsis: For fiction, submit a plot synopsis. For non-fiction, provide a detailed chapter outline.
- Marketing Strategy: Describe your target market and audience, current market trends, and your personal network for book promotion.
- Manuscript: Ensure your manuscript is well-written and free of plagiarism.

Upon receiving your manuscript, our editorial team will conduct a thorough review. We seek high-quality submissions. If you are confident in your work, we welcome your manuscript for consideration.

## **Review Process and Cost**

Please note that we charge a non-refundable fee of ₹2000 + GST for the initial manuscript review. If your manuscript is accepted for publication, this amount will be credited towards the cost of your publishing package.

For example, if you choose the "Single Bond" package priced at ₹15,000, the initial review fee will be deducted, and you will need to pay only ₹13,000 + GST for the package.

## **Sales Targets and Cashback Offers**

We have set the following sales targets and cashback offers for our partnered publishing model. These calculations exclude complementary copies, author's subsidiary copies, free eBook sales, Kindle Select, and review copies.

- 500 Copies Sold: If 500 copies of your book are sold within 180 days of publication, you will receive a cashback of 40% of your investment, in addition to your royalty share. This 40% is calculated from your publishing package share, excluding GST.
- 1000 Copies Sold: If 1000 copies of your book are sold within 180 days of publication, you will receive a cashback of 80% of your investment, in addition to your royalty share. This 80% is calculated from your publishing package share, excluding GST.
- 1500 Copies Sold: If 1500 copies of your book are sold within 180 days of publication, you will receive a cashback of 100% of your investment, in addition to your royalty share. Moreover, your next book with us will be published for free. This 100% is calculated from your publishing package share, excluding GST.

For more information and to submit your manuscript, please visit our website or contact us directly. We look forward to helping you bring your literary work to the world.

**PUBLISHING, MARKETING & DISTRIBUTION PACKAGES (For books up to 200 Pages)**

<b>Services</b>	<b>Single Bond</b>	<b>Double Bond</b>	<b>Triple Bond</b>	<b>Special Bond</b>
<b>Original Cost</b>	<b>30,000</b>	<b>80,000</b>	<b>1,60,000</b>	<b>3,00,000</b>
Author Share (excluding GST)	Rs 15,000	Rs 40,000	Rs 80,000	Rs 1,50,000
<b>ISBN, Copyright, and Barcode</b>				
Government Copyright	Yes	Yes	Yes	Yes
ISBN	Yes	Yes	Yes	Yes
Barcode	Yes	Yes	Yes	Yes
<b>Publishing Services and Management</b>				
Publishing Consultant	Shared	Shared	Shared	Dedicated
Publishing Manager	Shared	Shared	Dedicated	Dedicated
Publishing & Marketing Roadmap	Yes	Yes	Yes	Yes
Marketing Strategic call	No	No	Yes	Yes
Cover Design	Standard	Standard	Advanced	Premium
Formatting & Beautification (Interior Design)	Standard	Standard	Advanced	Premium
Content Editing	Add-on	Proof reading Up to 20,000 words	Standard Editing up to 40,000 words	Standard Editing (Up to 1,00,000 words)/ Line Editing (30,000 words)
Author Proofing	1 softcopy round	1 softcopy round	2 softcopy rounds	1 softcopy + 1 print copy
<b>Printing</b>				
Book Size	Regular	Regular	Custom	Custom
Bookmarks	Add-on	10	20	40
Certificate	Softcopy	Softcopy	Softcopy	Hardcopy
Author Copies	4	4	8	14
Paper Quality	Standard	Standard	Premium	Premium
<b>Distribution</b>				
Amazon Pre-order	Add-on	Yes	Yes	Yes
Ecommerce Distribution	Amazon.in, Amazon.com, Flipkart, Ziffy Bees, Ingram	Amazon.in, Amazon.com, Flipkart, Ziffy Bees, Ingram	Amazon.in, Amazon.com, Flipkart, Ziffy Bees, Ingram	Amazon.in, Amazon.com, Flipkart, Ziffy Bees, Ingram
eBook distribution	Kindle, Google Play, Kobo	Kindle, Google Play, Kobo	Kindle, Google Play, Kobo, Overdrive	Kindle, Google Play, Kobo, Overdrive + 10 other platforms (Apple, Barnes & Noble Nook, Bibliotheca, BibliU, Bolinda, Booktopia, Chegg, eBooks.com, EBSCO, fable, Findaway, Gardners, Follett/B&T, hoopla, Hummingbird, iGroup, Kortex, Legible, Libreka, ProQuest, Scribd, Storytel, YouScribe, Wheelers, Wook, etc.)
Physical Bookstore	Add-on	1 city	2 cities	3 cities
Library	Add-on	Add-on	3 Libraries	3 Libraries

Distribution Type	Global	Global	Global	Global
AI file creation for Distribution	No	Yes	Yes	Yes
<b>Marketing and Strategies</b>				
Book Title SEO Check	Yes	Yes	Yes	Yes
Book SEO optimisation	Add-on	Yes	Yes	Yes
Amazon A+ content	Add-on	Add-on	Yes	Yes
Amazon Prime listing	3 Months	Yes	Yes	Yes
Author Website	Single Page	Single Page	Multi-Page	Multi-Page
Book Launch	No	Add-on	Yes (Virtual)	Yes (Virtual)
Posters	1	2	2	4
Video Trailers	No	Basic	Standard	Advanced
Book Review (Amazon & Goodreads)	2	4	8	12
Press Release	Add-on	UNI+50 media	ANI + 50 media	ANI + 100/PTI- NW + 50
Magazine Review (Clever Read)	Add-on	Yes	Yes	Yes
Web stories	Add-on	Yes	Yes	Yes
Google Knowledge Panel (Author branding)	Add-on	Add-on	Yes	Yes
Submit KDP promotion sites <sup>\$\$</sup>	Add-on	Add-on	Yes	Yes
Amazon & Ziffy Bees Coupon	Yes	Yes	Yes	Yes
Influencer marketing	Add-on	2 social media influencers	4 social media influencers	6 social media influencers
Facebook Page Guidance	Add-on	Add-on	Yes	Yes
Amazon Author Page	Yes	Yes	Yes	Yes
Goodreads Page	Yes	Yes	Yes	Yes
WhatsApp/SMS Campaign	Add-on	1000 readers	5000 readers	10,000 readers
Email Campaign	1000 readers	1000 readers	5000 readers	10,000 readers
YouTube Promotion	Add-on	10 days	1 month	2 months
YouTube shots & Instagram reels	Add-on	Yes	Yes	Yes
Instagram Live Author interview	Add-on	Add-on	Yes	Yes
Social Media Advertising	Yes	Yes (average engagement)	Yes (more engagement)	Yes (more engagement)
Facebook and Instagram Paid Ad Campaign	Add-on	1 Month	2 Months	3 months
Amazon/Flipkart Advertising	Add-on	1 Month	2 Months	3 months

Free Giveaway	Add-on	4 eBooks	4 eBooks + 2 print copy	10 eBooks + 4 print copies
Podcast release	Add-on	1 platform	2 platforms	4 platforms
Bookfair Participation	Add-on	Add-on	Book display (1 book fair)	Book display (2 book fairs)
<b>Royalty and Advert Track</b>				
Sales Dashboard	Yes	Yes	Yes	Yes
Advertising Tracker	No	Yes	Yes	Yes
Royalty	50% of profit	50% of profit	50% of profit	50% of profit

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