

# SELF PUBLISHING PACKAGE

**Clever Fox Publishing** (www.cleverfoxpublishing.com) is India's fastest-growing hybrid book publisher, with a distribution network up to 150+ countries and a thriving community of 21,000+ members. We publish books in all Indian languages, offering **Guided** and **Hybrid Publishing** models with comprehensive pre- and post-publication support.

# **BAMBOO SELECT PACKAGE**

(For books up to 200 Pages)

| Services                                       | Bamboo Select  |
|--|--|
| Price  | USD 439/GBP 336  |
| Government Copyright                           | Yes  |
| ISBN   | Yes  |
| Nielsen BookData Database Listing              | Yes  |
| Barcode  | Yes  |
| Publishing Consultant                          | Shared   |
| Publication Manager                            | Shared   |
| Book Title SEO Check                           | Yes  |
| Cover Design                                   | Standard (2 samples)   |
| Images and tables formatting                   | 20 Images/Tables   |
| Content Editing****                            | Standard editing/Proof- reading – 30,000 words   |
| Book Summary Edit                              | Yes  |
| Formatting & Beautification (Interior Design)  | Standard   |
| Author Proofing (correction rounds)            | 2 rounds(softcopy)   |
| Author Copies###                               | 12 (Extra copies at discount)  |
| Free Giveaway to Indian Readers                | 3 eBook  |
| Certificate                                    | E-copy   |
| Book Publishing Blueprint Online Course        | Free for 1 Year  |
| Format   | Paperback/Hard back  |
| Book Size                                      | Regular  |
| Paper Quality                                  | Standard   |
| Lamination                                     | Regular  |
| National Online                                | Yes  |
| Printing                                       | Print On Demand  |
| Premium Online Store                           | Sapna Online   |
| Global Distribution                            | Yes  |
| Distribution                                   | Amazon, Shopsy, Flipkart, Ziffy Bees, Sapna Store, Kindle, Google Books, Ingram Distribution |
| Distribution Type                              | Print & eBook (Global)   |
| Author Achievements Tracker (Author Dashboard) | Yes  |
| Free access to LitBoost Suite                  | Yes  |

Clever Fox Publishing Private Limited, First Floor, Vantage Plaza, Door No. 1, LB Road, Mahatma Gandhi Road, Near Zaitoon Restaurant, Thiruvanmiyur, Chennai, Tamil Nadu 600041, India | CIN: U22219KA2021PTC154969

| The Blunt Times           |
|---------------------------|
| Yes                       |
| Yes                       |
| 2                         |
| 2 (Kindle)                |
| 1 social media influencer |
| Yes                       |
| 2 Weeks                   |
| 2 Weeks                   |
| 3 eBook                   |
| Yes                       |
| Yes                       |
| 100% of Profit            |
| 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. Copyright registration is processed in India.

## **Nielsen BookData Database Listing**

Clever Fox Publishing has an active account with the Nielsen BookData Database, ensuring book details are listed and accessible. While our system often updates the listing automatically, occasional delays may require manual updates, which we handle as needed.

#### ISBN & Barcode

Obtaining an ISBN is a crucial step in bringing a new title to market. We will provide both an ISBN and a barcode for your book. The process typically takes 5–10 days. To expedite this, we recommend finalizing your package as early as possible. Please ensure the book title, author name, and binding are finalized before we apply for the ISBN. We apply the ISBN from India which is valid globally.

#### **Publishing Consultant** – Shared

A publishing consultant will assist you throughout the onboarding process to ensure a smooth experience. Their role includes helping you understand our services, assisting with package selection, facilitating the editorial review process, managing registration and agreements and Payment collection.

## **Project Management Support** – Shared

A Publication Manager (PM) will oversee the entire publishing process, ensuring timely completion within budget and to your satisfaction. Once onboarding is complete, the PM will take over from the publishing consultant. Please note that we are offering shared publication manager in this package. In this shared role, they also support other authors, which may result in slightly longer response times compared to a dedicated Publication Manager.

## **Book Cover**

In this package we will design two standard cover samples based on the requirement informed by author. Please note in this package the cover will have moderate level design and no illustration design. We take help of copyright free stock images while designing the cover. In case the author need more samples, then additional charges will be applicable for the same.

#### **Book Interior**

In this, we design the book interior for the author. Please note this service is also called as formatting service which will be standard type which is suitable for plain text books or minimal images or table type. If your page count exceeds the standard limit (200 pages limit) included in your package, an additional charge of Standard Design: \$0.40, Advanced Design: \$0.90 and Premium Design: \$1.25 per extra page will apply.

#### **Content Editing –** 30,000 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). Please note that if your book's word count exceeds the limit specified in your package, additional charges will apply based on the type of editing you select. We generally charge \$0.0047 per word for standard editing and \$0.014 per word for advanced/line editing.

#### **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.

#### **Images and Tables Formatting - 20**

Authors can provide up to 20 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.

#### **Author Proofing**

Author proofing refers to the process where, once we complete the book's interior formatting and cover design, we send it to the author for approval. The author will receive two rounds of proofing and must provide all corrections during these two rounds only to avoid additional charges, as any further rounds will incur extra fees.

#### **Complementary 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. Any changes to these specifications will result in a corresponding reduction in the number of copies.

#### **Author Copies** – At Subsidized Cost

Authors can order print copies through the author dashboard at a discounted rate. The minimum order is 20 copies. Watch this video to learn how to order copies.

#### **Book Binding** – Paperback/Hardback

This package includes paperback or Hardback binding. We also offer combo publishing of both paperback and hardback with some additional charges.

## **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.

- **5**x**8 and 5.5**x**8.5**: Popular for fiction, poetry, non-fiction, and self-help.
- **6**x**9**: Common for self-help, non-fiction, children's books, and academic works.
- **8.5**x**8.5**: Ideal for coffee table books, cookbooks, and books with heavy illustrations.
- **8.5**x**11**: 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.
  - o 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.

#### Distribution

<u>Print:</u> 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. <u>eBook:</u> eBook distribution is done in Kindle and Google Books for both India and International market.

### **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

## **Book Review (Amazon & Goodreads)** - 2 Kindle

Book reviews significantly impact sales, providing increased visibility, social proof, feedback, algorithmic impact, and reader engagement.

## **Amazon Prime Listing**

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.

#### **Print on Demand**

We use print-on-demand services, meaning books are printed and dispatched only when an order is received. This reduces inventory costs, making publishing more affordable for authors.

#### Free Giveaway – 3 e-books

We organize free giveaway contests in India to promote new book releases and generate interest in authors and genres. These contests help create buzz, attract new readers, and introduce them to emerging authors. To maximize visibility and engagement, we conduct these giveaways through our website and social media platforms. Count is as per eBook review, the count can change if you request for a print book.

## **Goodreads Page Set Up**

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.

#### **Social Media Post**

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, these platforms maximize reach, drive conversions, and amplify the author's presence within the digital landscape.

#### **Influencer Marketing**

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.

#### WhatsApp - Yes

Harnessing the power of professional WhatsApp 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.

#### **Amazon Advertising (Amazon.in)** – 2 weeks

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.

#### **Press Release**

This will be done on The Blunt Times which is an online new portal. The article will be written by our team and will be sent for your approval.

## Poster

We design two banners for social media post which author can also use it for promotion purpose.

#### **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.

## **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.

## Facebook and Instagram Paid Ad Campaign - 2 weeks

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.

## **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.

#### **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.

#### **LitBoost Suite**

At Clever Fox Publishing, we believe every book has the potential to be a masterpiece. That's why we've created **LitBoost Suite**—a cutting-edge collection of AI-powered and tech-enabled tools designed to help authors optimize, market, and scale their books like top-selling titles. Earn More

## Free Tools

- *Book Title Checker* Analyze and refine your book title for maximum impact.
- Book Banner Maker Create professional book banners to boost visibility.
- Book Mock-up Tool Generate stunning 3D mock-ups to showcase your book.

## Paid Tool

• *Keyword Genius* – Find high-ranking keywords to improve your book's discoverability and sales.

#### **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, we update the dashboard once every month.

• Learn more about the Book Sales Dashboard.

## Legal Deposit (British Library, UK)

Clever Fox Publishing offers Legal Deposit submission to the British Library (UK) as a paid add-on service for authors. We handle printing through a local printer and arrange delivery to the library. The exact cost for this service is provided after the book is finalized, as printing and shipping expenses depend on the final page count. Alternatively, since we operate under a self-publishing model, authors can choose to send their book directly to the British Library if they prefer to manage the submission themselves.

#### **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.

#### **Add-ons**

We believe in transparency, so all our offerings are available online for easy access. If you are based in India, please check the Indian add-ons, and if you are outside India, refer to the Global add-ons. <a href="https://cleverfoxpublishing.com/service document/">https://cleverfoxpublishing.com/service document/</a>

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