



# SELF PUBLISHING PACKAGE

**Clever Fox Publishing** ([www.cleverfoxpublishing.com](http://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.

## WOOD PACKAGE

(For books up to 200 Pages)

Services	Wood
Price	USD 789/GBP 605
Government Copyright (Applied in India)	Yes
ISBN	Yes
Nielsen BookData Database Listing	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 for English Language Book
Formatting & Beautification (Interior Design)	Advanced
Author Proofing (correction rounds)	2 rounds(softcopy)
ePub conversion	Yes
Author Copies####	16 (Extra copies at discount)
Book Publishing Blueprint Online Course	Free for 1 Year
Author Companion Online Course	Free for 1 Year
Free Giveaway Indian Readers	5 eBook
Bookmarks Design	Yes
Certificate	E-copy
Clever Author Award	Free registration
Format	Paperback/Hard back
Book Size	Regular
Paper Quality	Standard
Lamination	Custom
National Online	Yes
Printing	Print On Demand
Amazon and ZiffyBees Pre-order	Yes
Premium Online Store	Sapna Online



Global Distribution	Yes
Distribution	Amazon, Shopsy, Flipkart, Ziffy Bees, Sapna Store, Kindle, Google Books, Blackwells.co.uk, Ingram Distribution
Distribution Type	Print & eBook (Global)
Kindle Select promotion	Yes, Author choice
Author Achievements Tracker (Author Dashboard)	Yes
Free access to LitBoost Suite	Yes
Amazon A+ content	Amazon.in Print version
Press Release	Business Upturn/News Track/Time Bulletin
SEO Optimization	Yes
Magazine Review (Clever Read)	Yes
Google Knowledge Panel (Author branding) **	Yes
Author Website	Single Page (Standard)
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
Facebook Page Setup Guidance	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
Google Shopping Ad/Facebook and Instagram Paid Ad Campaign	1 month
Amazon Paid Advertising	1 month
Free Giveaway	5 eBook
Book Fair Participation	Add-on
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. Copyright registration is processed in India.

## 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. We apply the ISBN from India which is valid globally.

## 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.

## 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). The Editing or proofreading is for English language. 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.

For other languages, additional charges will apply based on the language you choose for publication. Please consult your publishing consultant for details.

## 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. 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.

## 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.

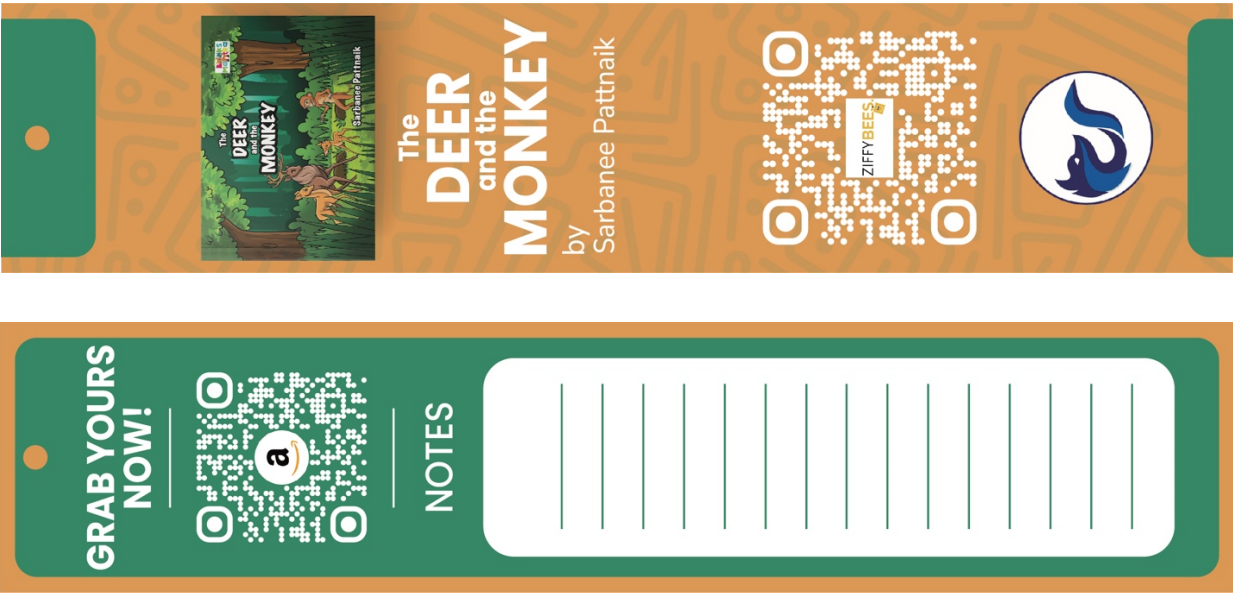
## Free Giveaway – 5 eBooks Copies

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. We offer 5 Google books.

## Bookmarks Design

Bookmarks are a great tool for readers to track their progress and highlight important passages. They also help with studying and research by allowing quick reference to specific sections. At Clever Fox Publishing, we design custom bookmarks for authors, which they can print and use for marketing purposes.





**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.

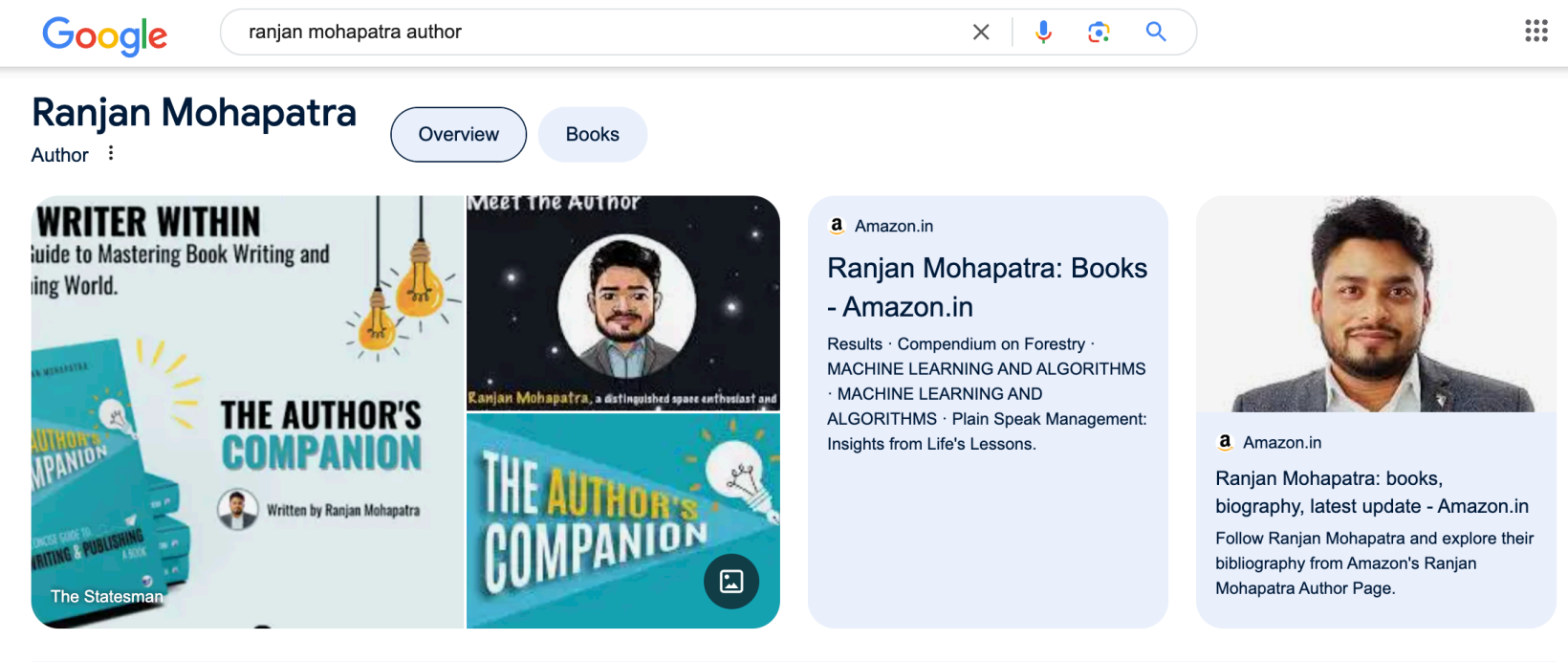
**Why Enroll in KDP Select?**

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 – Business Upturn/News Track/Time Bulletin\*

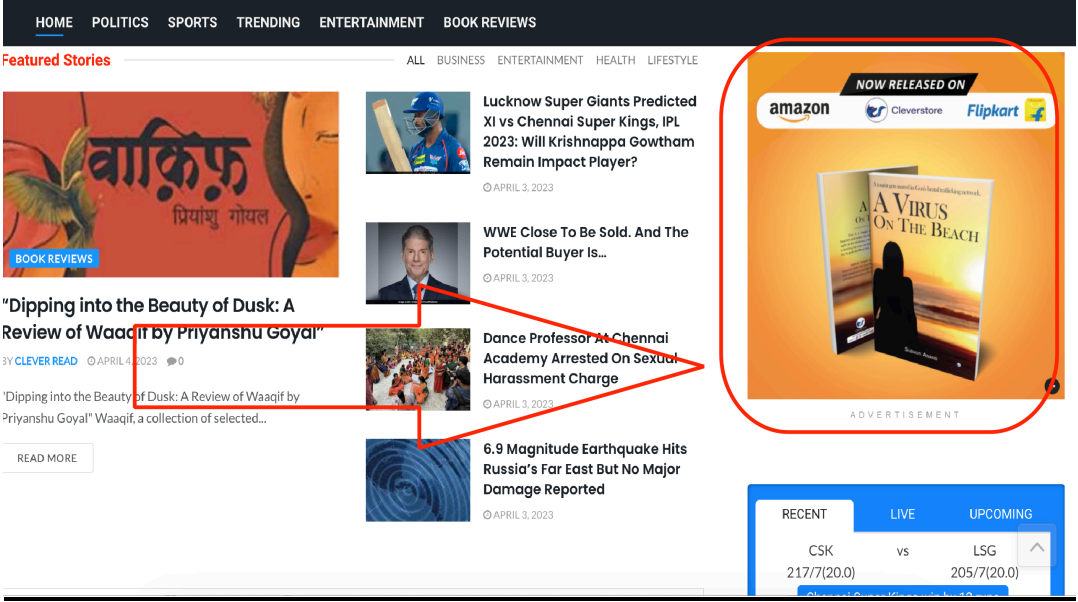
Our press release packages include platforms such as Business Upturn/News Track/Time Bulletin. Please note that press releases are exclusively for digital distribution. At the time of release, we will publish on one of these platforms based on the author's preference and the availability of the chosen 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\\_bQAw?hl=en-IN&gl=IN&ceid=IN%3Aen](https://news.google.com/publications/CAAqBwgKMkrbuQswt_bQAw?hl=en-IN&gl=IN&ceid=IN%3Aen)



Author Website – Single Page (Standard)

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](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.

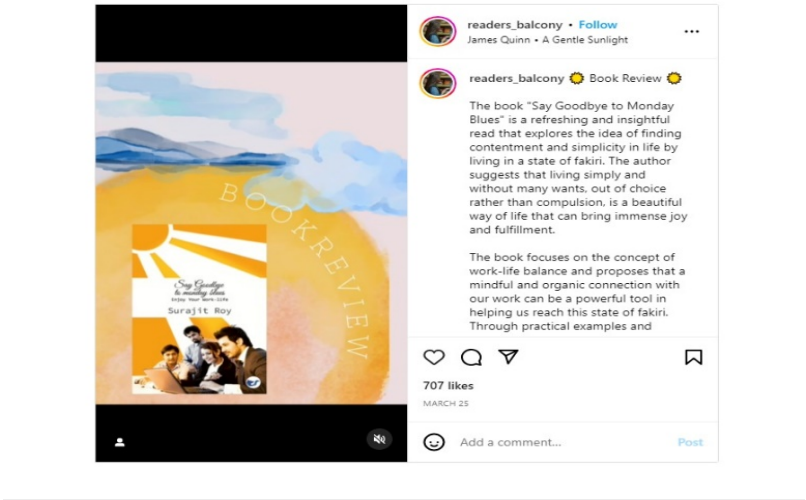
Standard Trailer: Video + background music + subtitle  
<https://www.youtube.com/watch?v=dcCZrl3Xnns>

**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.

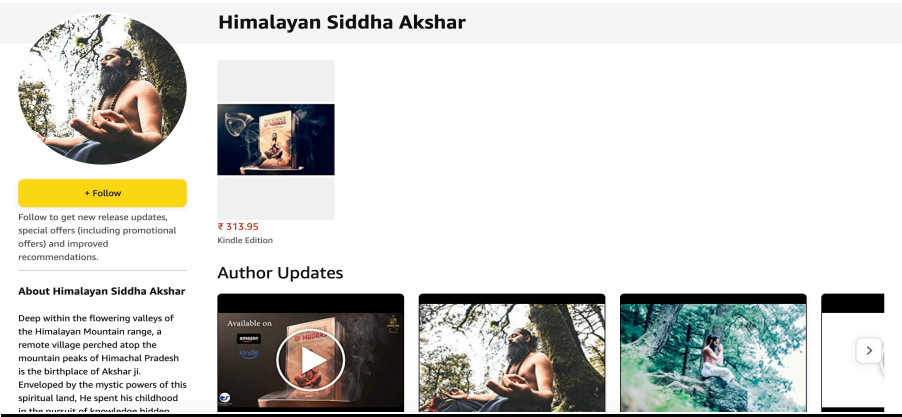


**Goodreads Page Setup – Yes**

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.

The Princess and Her Trials	1870	<a href="#">Download</a>	2023-03-20 07:26:05	<a href="#">Download</a>
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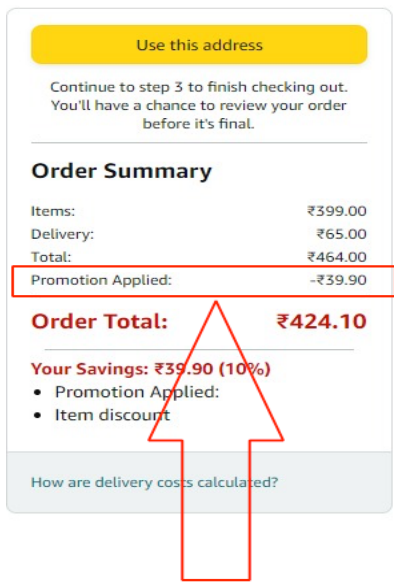
**Email Campaign – Yes**

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**

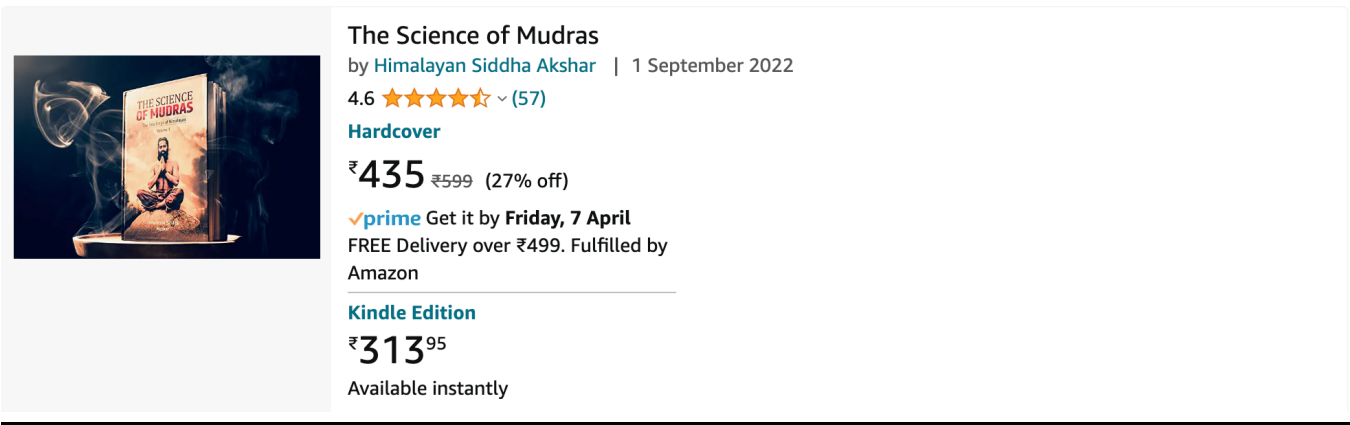
Amazon Marketing Services (AMS) promote the author's books through headline service ads and product display ads, increasing visibility and driving sales on the Amazon platform. Through strategic keyword targeting and campaign optimization, AMS campaigns maximize exposure, improve discoverability, and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



**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.](#)

**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.



**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.



**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. [🔗 Learn 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.

**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. [https://cleverfoxpublishing.com/service\\_document/](https://cleverfoxpublishing.com/service_document/)

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