

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 for Indian Authors (GST Additional)	Rs 29,999	
ISBN, Copyright, and Barcode		
Government Copyright	Yes	
ISBN	Yes	
Barcode	Yes	
Publication	n Service and Management	
Publishing Consultant	Shared	
Publication Manager	Shared	
Publishing/Marketing Roadmap	Both	
Book Title SEO Check	Yes	
Free access to LitBoost Suite (Book title Checker + Book Banner + Book Mockup tools)	Yes	
Cover Design	Standard (2 samples)	
Images and tables formatting	20	
Content Editing****	Standard editing/Proof-reading – 30,000 words for English Language Book	
Book Summary Edit	Yes	
Formatting & Beautification (Interior Design)	Standard	
ePub conversion	No	
Author Proofing (correction rounds)	2 rounds (softcopy)	
P	rinting and eBook	
Author Copies####	12 (Extra copies at discount)	
Book Publishing Blueprint Online Course	Free for 1 year	
Author Companion Online Course	At Discount	
Free Giveaway	3 eBook	
Bookmarks	Add-on	
Certificate	E-copy	
Binding	Paperback/Hardback	
Book Size	Regular	
Paper Quality	Standard	
Lamination	Regular	
Digital Print	Yes	
Offset Print	Quote on Request	
	Distribution	
Premium Online Store	Sapna Online	
Global Distribution	Yes	
Distribution	Amazon, Shopsy, Flipkart, Ziffy Bees, Meesho, Sapna Store, Kindle, Google Books, Ingram Distribution	
Distribution Type	Print & eBook (Global)	
Mar	keting and Strategies	
Author Achievements Tracker (Author Dashboard)	Yes	
Press Release	CF Press Release 100 Media	
Magazine Review (Clever Read)	Yes	
Web stories (Clever Read)	Yes	
Posters	2	
Book Review (Amazon & Goodreads)##	2 (Kindle)	

Influencer marketing	1 social media influencer
Facebook Page Setup	Yes
Goodreads Page Setup	Yes
Amazon Author Page	Yes
WhatsApp Campaign	Yes
Email Campaign	Yes
Ziffy Bees Coupon	Yes
Amazon Paid Advertising	2 Weeks
Free Giveaway	3 eBook
Amazon Prime Listing	Yes
Sales and Earnings	
Author Dashboard	Yes
Book Sale Author Earning	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

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 ₹20 + GST 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 0.24 paisa per word for standard editing and Rs. 1 per word for advanced 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.

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- **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.

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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 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. 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 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 100 online Media. 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.

- <u>Learn how royalties work</u>.
- You can also use our <u>author royalty calculator</u>.

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. So 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.

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.

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/

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