



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.

WOOD PACKAGE QUOTE

(For books up to 200 Pages)

Services	Wood
Price for Indian Authors (GST Additional)	Rs 52,999
ISBN, Copyright, and Barcode	
Government Copyright	Yes
ISBN	Yes
Barcode	Yes
Publication Service and Management	
Publishing Consultant	Shared
Publication Manager	Shared
Publishing/Marketing Roadmap	Both
Marketing Strategic call	Yes
Book Title SEO Check	Yes
Free access to LitBoost Suite (Book title Checker + Book Banner + Book Mockup tools)	Yes
Cover Design	Advanced (1 sample)/Standard (2 samples)
Images and tables formatting	30
Content Editing****	Standard editing/Proof-reading – 50,000 words for English Language Book
Book Summary Edit	Yes
Formatting & Beautification (Interior Design)	Advanced
ePub conversion	Yes
Author Proofing (correction rounds)	2 rounds(softcopy)
Printing and eBook	
Author Copies####	16 (Extra copies at discount)
Book Publishing Blueprint Online Course	Free for 1 year
Author Companion Online Course	Free
Free Giveaway	5 eBook
Bookmarks	10
Certificate	E-copy
Binding	Paperback/ Hardback
Book Size	Regular
Paper Quality	Standard
Lamination	Custom
Digital Print	Yes
Offset Print	Quote on Request
Distribution	
Amazon & Ziffy Bees Pre-order	Yes
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)
Marketing and Strategies	
Kindle Select Promotion\$\$\$	Yes, Author choice
Amazon A+ content	Amazon.in (Print)
Author Achievements Tracker (Author Dashboard)	Yes
Press Release	CF Press Release 200 media
SEO Optimization	Yes
Magazine Review (Clever Read)	Yes
Web stories (Clever Read)	Yes
Google Knowledge Panel (Author branding) **	Yes
Author Website Design	Standard (Single Page)

Book Launch	Insta Live
Posters	3
Video Trailer	Standard
Book Review (Amazon & Goodreads)^#	4 (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 Coupon	Yes
YouTube Campaign (Video Trailer)	15 Days
YouTube shots & Instagram reels	Both
Social media Organic Advertising	Yes
Google Shopping Ad /Facebook & Instagram Paid Ad Campaign	1 month
Amazon Paid Advertising	1 month
Free Giveaway	5 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 – 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.

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.

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 ₹40 + GST 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.

Free Giveaway – 5 eBooks 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 social media platforms to maximize visibility and engagement. We offer 5 Google books.

Bookmarks – Design

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. Print of bookmarks can be requested for an extra charge.



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 (Standard Paper)**
 - White paper is used for academic and research books.
 - Crème paper is best for fiction, non-fiction, poetry, and self-help books.
- **Art Paper – 70GSM/90 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 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

Google

ranjan mohapatra author

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Ranjan Mohapatra

Author

Overview

Books

WRITER WITHIN

uide to Mastering Book Writing and

ing World.

THE AUTHOR'S COMPANION

Written by Ranjan Mohapatra

The Statesman

Meet the Author

Ranjan Mohapatra, a distinguished space enthusiast and

THE AUTHOR'S COMPANION

Amazon.in

Ranjan Mohapatra: Books - Amazon.in

Results · Compendium on Forestry · MACHINE LEARNING AND ALGORITHMS · MACHINE LEARNING AND ALGORITHMS · Plain Speak Management: Insights from Life's Lessons.

Amazon.in

Ranjan Mohapatra: books, biography, latest update - Amazon.in

Follow Ranjan Mohapatra and explore their bibliography from Amazon's Ranjan Mohapatra Author Page.

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.

Press Release – CF Press Release 200 media

Our press release packages include up to 200 online media platforms. Please note that press releases are exclusively for digital releases. Below is an example of the press release report shared with our authors.

#	Logo	Media	Potential Audience	PR Links
1.		India CSR	6.9M	View Release
2.		The Hindustan Express	141.2K	View Release
3.		Daily gossip online	90.9K	View Release
4.		Know Thatsall	77.8K	View Release
5.		News Eagle India	69K	View Release
6.		Rabale	68K	View Release
7.		India Times News	67.3K	View Release
8.		Punjab News Update	67K	View Release
9.		India state News	66.4K	View Release
10.		Indian Press Wire	65.9K	View Release
11.		Manipur News World	65.1K	View Release
12.		Indian Pulse Media	64.9K	View Release
13.		News Wave India	64.6K	View Release
14.		India Story Line	63.4K	View Release

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.

From the Publisher

Create a Recession-proof Business With 21 Secret Mantras of Legends

THE GOLDEN LADDER

BE UNSTOPPABLE

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 PANDEMICS AND ADVERSITIES

The first and most common flaw is that majority of businesses do not easily recognize that what they are selling products and benefits only is NOT their "real" business.

THE MOST COMMON FLAW

The second flaw is that most businesses and individuals believe that with hard work, intelligence and technology alone and even with money they can become a great icon. Totally wrong. There is a "special something" that changes the ordinary to the extraordinary (Mantra 3). Learn and implement that "special something".

THE SECOND UNDISCOVERED FLAW

The third flaw is that many believe that if they have been doing well for many years nothing can touch them. Could "grow" that completely wrong. But to mistake from these adventures there is a special blueprint followed by the legends, which makes J&J as the no.1 pharma company even in 2023 after 135 years and a hundred pandemics. What is their "secret"?

THIRD AND ARROGANT FLAW

The Best Way To Predict the Future Is To CREATE It

THE GOLDEN LADDER

BE UNSTOPPABLE

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

Chairman, Victoria Airlines, Former CEO, Wills Insurance, Board Member Tata Steel

DHASKAR BHAT

"It is plenty & simply sharing"

GLOBAL LEADER

Former Corporate Group Chairman, Johnson & Johnson Medical Devices & Engineering, President, APMB, Indian Scientific Group, IAS, IAS, IAS

SUPRATIM ROSE

"An absolute must-read."

BUSINESS SENSATION

Former Managing Director, Johnson & Johnson Limited

ANRENDRA AMRWANI

"I wish I had the opportunity to read such a book early in my career."

ICONIC LEGEND

Former CEO, Yara BioNutrients, International

MICKY PANT

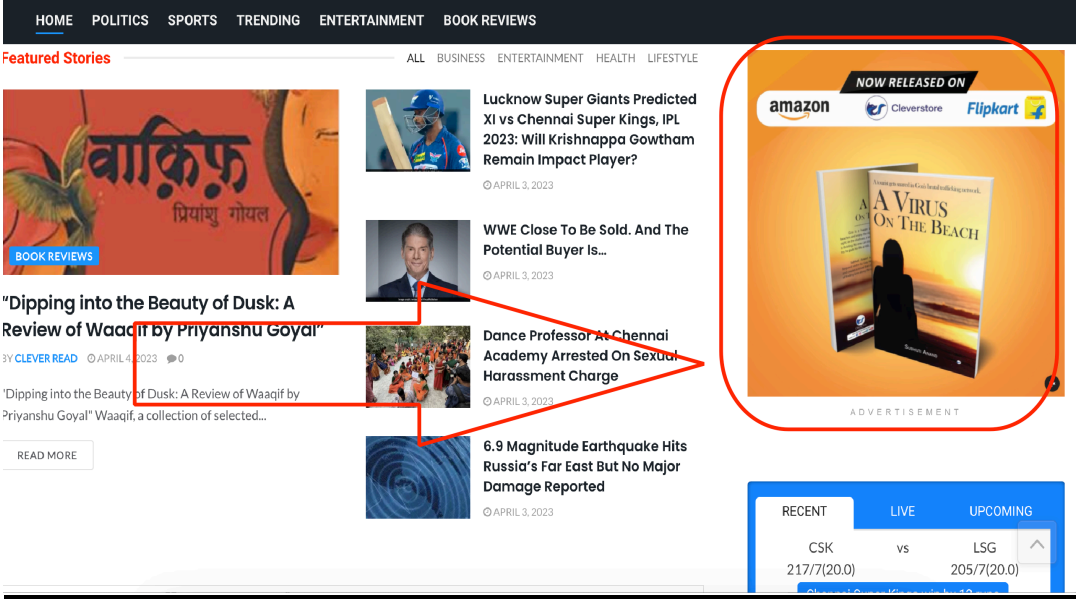
"What has created a powerful leader that will allow the reader to look, feel and experience."

TRANSFORMATIONAL GENIUS

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/CAAgBwgKMKrbuQswt_bQAw?hl=en-IN&gl=IN&ceid=IN%3Aen



Book Launch – Virtual
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.



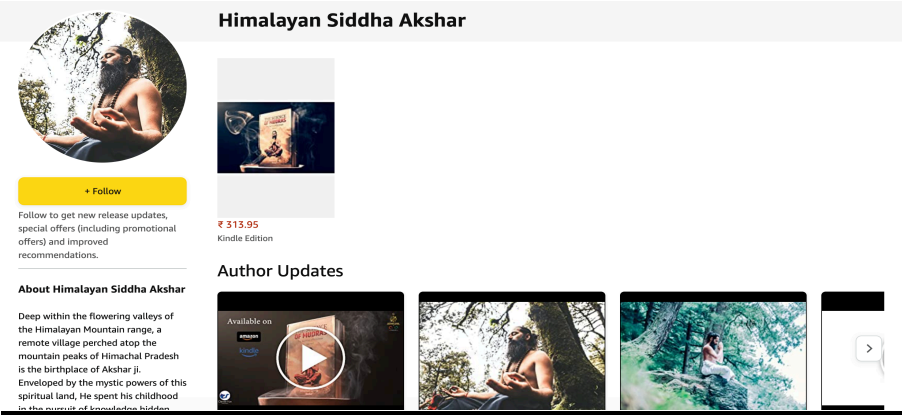
Video Trailer – Standard
One round of corrections is allowed. Authors should provide the script, and our team will design the trailer accordingly. If the script is changed after we start working on the trailer, additional charges will apply. We develop video trailers using copyright-free footage and 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.

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 (1500 reader base)
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.

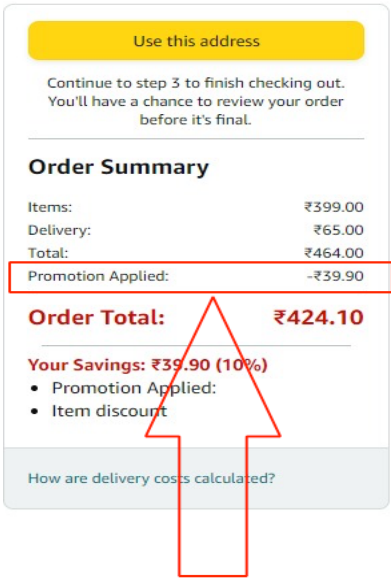
The Princess and Her Trials	1870	Download	2023-03-20 07:26:05	Download
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Email Campaign – Yes (1500 reader base)
Crafted in collaboration with the author, email campaigns serve as a direct line of communication with subscribers, keeping them informed 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.

Google Shopping Paid Ad Campaign – 1 Month

Tailored ad campaigns on **Google Shopping** maximize product visibility across relevant search results, ensuring higher reach and conversions. By leveraging optimized product listings, advanced keyword targeting, and engaging creatives, these campaigns effectively drive traffic, attract new buyers, and boost book sales. The entire campaign is strategically managed through **Ziffy Bees**, ensuring transparency, efficiency, and maximum ROI.

Amazon Advertising – 1 Month

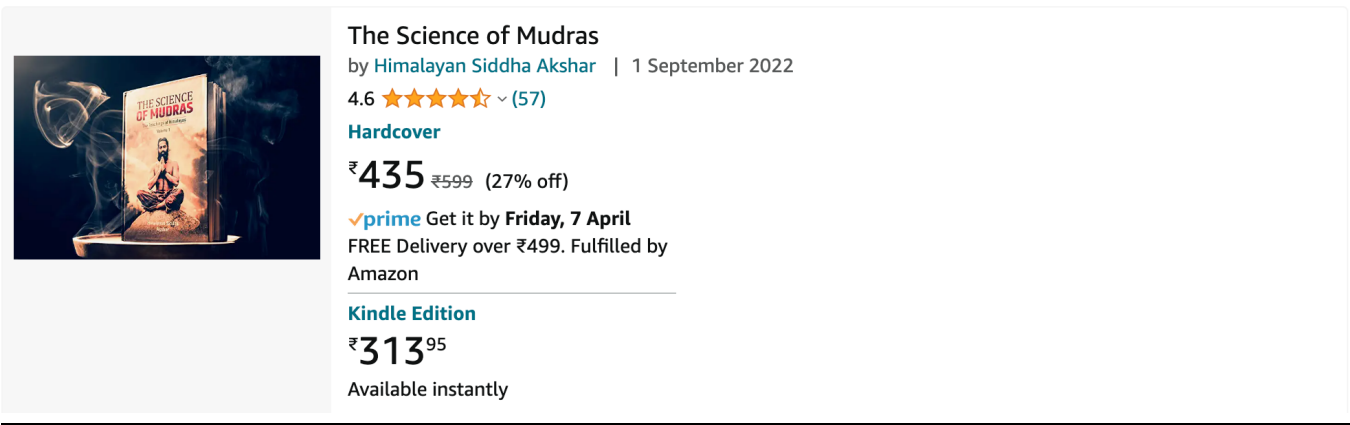
Amazon Marketing Services (AMS) promote the author's books through headline service ads and product display ads, increasing visibility and driving sales on the Amazon platform. Through strategic keyword targeting and campaign optimization, AMS campaigns maximize exposure, improve discoverability, and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



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.



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, Sapna Online, we update the dashboard once every month.

- [Learn more about the Book Sales Dashboard.](#)

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/

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