



HYBRID PUBLISHING PACKAGES

Clever Fox Publishing is India’s fastest-growing hybrid publisher, with a presence in 150+ countries and a community of 21,000+ members. Our **hybrid model** combines traditional publishing with author control, sharing both risks and rewards. We co-invest in your publishing costs and, in return, share a percentage of your earnings. If you have a standout manuscript, we’re here to help it reach its full potential.

Submission Guidelines

Submit the following:

- **Author’s CV** with a cover letter.
- **Synopsis** (fiction: plot summary, non-fiction: chapter outline).
- **Marketing Strategy** (target audience, trends, personal network).
- **Manuscript** (well-written, plagiarism-free).

Our editorial team reviews submissions carefully. A **₹2000 + GST** non-refundable fee applies for manuscript review, which will be credited toward your publishing package if accepted.

Cashback Scheme for author

We offer cashback incentives based on book sales within **180 days** for the copies sold by Clever Fox Publishing (excluding complimentary, review copies):

- **1000 copies sold** → **50% cashback** of your investment
- **1500 copies sold** → **100% cashback of your investment** + next book published for free.

**This cashback can be used to take any additional services from Clever Fox.*

For more details or to submit your manuscript, visit our website or contact us. Let’s bring your book to life!

PUBLISHING, MARKETING & DISTRIBUTION PACKAGES

(For books up to 200 Pages)

| Services | Launchpad | Growth | Elevate | Influence | Spotlight |
|--|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|--|
| Original Cost | Rs 20,000 | Rs 40,000 | Rs 80,000 | Rs 1,40,000 | Rs 3,70,000 |
| Author Investment (excluding GST) | Rs 14,000 (EMI option available) | Rs 28,000 (EMI option available) | Rs 56,000 (EMI option available) | Rs 98,000 (EMI option available) | With Airport - ₹2,59,000/ Without Airport - ₹2,18,000 (EMI option available) |
| | ISBN, COPYRIGHT, AND BARCODE | | | | |
| Government Copyright | No | Yes | Yes | Yes | Yes |
| ISBN | Yes | Yes | Yes | Yes | Yes |
| Barcode | Yes | Yes | Yes | Yes | Yes |
| | PUBLISHING SERVICES AND MANAGEMENT | | | | |
| Publishing Consultant | Shared | Shared | Shared | Shared | Dedicated |
| Publishing Manager | Shared | Shared | Shared | Dedicated | Dedicated |
| Publishing & Marketing Roadmap | Only Publishing | Yes | Yes | Yes | Yes |
| Marketing Strategic call | No | No | Yes | Yes | Yes |
| Plagiarism Check | No | No | Yes | Yes | Yes |
| Book Title SEO Check | Yes | Yes | Yes | Yes | Yes |
| Free access to LitBoost Suite (Book title Checker + Book Banner + Book Mockup tools) | Yes | Yes | Yes | Yes | Yes |
| Keyword Genius | Add-on | Add-on | Add-on | 2 credits | 5 credits |
| Cover Design | Standard (1 sample) | Standard (2 samples) | Standard (2 samples) | Advanced (1 sample) | Premium (1 sample) |

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|---|---|---|---|---|---|
| Formatting & Beautification (Interior Design) | Standard | Standard | Standard | Advanced | Premium |
| Content Editing | Add-on | Standard Editing Up to 20,000 words | Standard Editing Up to 40,000 words | Standard Editing up to 50,000 words | Standard Editing (Up to 1,00,000 words)/ Line Editing (30,000 words) |
| Author Proofing | 1 softcopy round | 1 softcopy round | 1 softcopy round | 2 softcopy rounds | 1 softcopy + 1 print copy |
| ePub conversion | No | No | Yes | Yes | Yes |
| | PRINTING | | | | |
| Book Size | Regular | Regular | Regular | Custom | Custom |
| Bookmarks | No | No | 10 | 20 | 40 |
| Certificate | Softcopy | Softcopy | Softcopy | Softcopy | Hardcopy |
| Author Copies | 2 | 4 | 4 | 8 | 14 |
| Paper Quality | Standard | Standard | Standard | Premium | Premium |
| Binding | Paperback | Paperback/Hardback | Paperback/Hardback | Paperback/Hardback | Paperback & Hardback |
| Lamination | Regular | Regular | Regular | Custom | Custom |
| Printing | POD | POD | POD | POD | POD |
| Offset Print | Quote on Request | Quote on Request | Quote on Request | Quote on Request | Quote on Request |
| | DISTRIBUTION | | | | |
| Amazon Pre-order | No | No | Yes | Yes | Yes |
| Ecommerce Distribution | Amazon.in, Amazon.com, Flipkart, Ziffy Bees | Amazon.in, Amazon.com, Flipkart, Meesho, Ziffy Bees, Ingram | Amazon.in, Amazon.com, Flipkart, Meesho, Ziffy Bees, Ingram | Amazon.in, Amazon.com, Flipkart, Meesho, Ziffy Bees, Ingram | Amazon.in, Amazon.com, Flipkart, Meesho, Ziffy Bees, Ingram |
| eBook distribution | Kindle, Google Book | Kindle, Google Book, Kobo | Kindle, Google Book, Kobo | Kindle, Google Book, Kobo, Overdrive | Kindle, Google Book, Kobo, Overdrive |
| Bookstore Distribution | No | No | Yes | Yes | Yes |
| Airport Distribution | No | No | No | No | Yes (Two Airports – 1 month) |
| Library | No | No | No | 3 Libraries | 3 Libraries |
| Distribution Type | Global | Global | Global | Global | Global |
| AI file creation for Distribution | No | No | Yes | Yes | Yes |
| | MARKETING AND STRATEGIES | | | | |
| Book Title SEO Check | Yes | Yes | Yes | Yes | Yes |
| Book SEO optimisation | No | No | Yes | Yes | Yes |
| Amazon A+ content | No | Yes | Yes | Yes | Yes |
| Amazon Prime listing | Yes | Yes | Yes | Yes | Yes |
| Author Website | No | Single Page | Single Page | Multi-Page | Multi-Page |
| Book Launch | No | No | No | Yes (Virtual) | Yes (Virtual) |
| Posters | 1 | 1 | 2 | 2 | 4 |
| Video Trailers | No | No | Standard | Advanced | Advanced |
| Book Review | | 2 | 4 | 8 | 12 |

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|--|--------------------------|----------------------------|----------------------------|----------------------------|------------------------------|
| (Amazon & Goodreads) | No | | | | |
| Press Release (Online News Platform) | No | CF Press Release 200 Media | IANS + 100 media platforms | ANI + 50 media | ANI + 100/ PTI-NW + 50 media |
| Magazine Review (Clever Read) | No | No | Yes | Yes | Yes |
| Web stories | No | No | Yes | Yes | Yes |
| Google Knowledge Panel (Author branding) | No | No | No | Yes | Yes |
| Submit KDP promotion sites\$\$ | No | No | No | Yes | Yes |
| Amazon & Ziffy Bees Coupon | Yes | Yes | Yes | Yes | Yes |
| Amazon Category Consultation | No | No | Yes | Yes | Yes |
| Influencer marketing | No | No | 2 social media influencers | 4 social media influencers | 6 social media influencers |
| Amazon Author Page | Yes | Yes | Yes | Yes | Yes |
| Goodreads Page | No | Yes | Yes | Yes | Yes |
| WhatsApp/SMS Campaign | No | No | 1000 readers | 5000 readers | 10,000 readers |
| Email Campaign | No | 1000 readers | 1000 readers | 5000 readers | 10,000 readers |
| YouTube Promotion | No | No | 10 days | 1 month | 2 months |
| YouTube shots & Instagram reels | No | Yes | Yes | Yes | Yes |
| Instagram Live Author interview | No | No | No | Yes | Yes |
| Social Media Advertising | Yes | Yes | Yes (average engagement) | Yes (more engagement) | Yes (more engagement) |
| Google Shopping/Meta Paid Ad Campaign | 7 days | 15 days | 1 Month | 2 Months | 3 months |
| Amazon Advertising | No | No | 1 Month | 2 Months | 3 months |
| Free Giveaway | No | No | 4 eBooks | 4 eBooks + 2 print copy | 10 eBooks + 4 print copies |
| Podcast release | No | No | 1 platform | 2 platforms | 4 platforms |
| Book Signing at Book Fair | No | No | No | No | Yes |
| Bookfair Participation | No | No | No | Book display (1 book fair) | Book Launch @NDWBF |
| | ROYALTY AND ADVERT TRACK | | | | |
| Sales Dashboard | Yes | Yes | Yes | Yes | Yes |
| Advertising Tracker | No | No | Yes | Yes | Yes |
| Author Earning | 70% of profit | 70% of profit | 70% of profit | 70% of profit | 70% of profit |

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