



# 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.

## CLAY PACKAGE

(For books up to 200 Pages)

Services	Clay
Price	USD 119/GBP 91
ISBN	Yes
Nielsen BookData Database Listing	No
Barcode	Yes
Publishing Consultant	Shared
Publication Manager	Shared
Cover Design	Standard (1 sample)
Images and tables formatting	5 Images/Tables
Formatting & Beautification (Interior Design)	Standard
Author Proofing (correction rounds)	1 round (softcopy)
Author Copies####	3 (Extra copies at discount)
Certificate	E-copy
Book Publishing Blueprint Online Course	Free for 1 Year
Format	Paperback
Book Size	Regular
Paper Quality	Standard
Lamination	Regular
Printing	Print On Demand
National Online	Yes
Distribution	Amazon.in, Flipkart & Ziffy Bees
Distribution and Marketing Type	India
Author Achievements Tracker (Author Dashboard)	Yes
Free access to LitBoost Suite	Yes
Posters	1
Author Dashboard	Yes
Royalty	100% of Profit
Sales Tracking	Yes

# Service Information

## 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.

## Publication 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. Communication with the PM will be via email.

## Book Cover

In this package we will design one standard cover based on the requirement informed by author. Please note standard cover will have minimal design, no illustration support. 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.

## Images and Tables Formatting – 5

Authors can provide up to 5 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 one round of proofing and must provide all corrections during this single round 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 10 copies.

[Watch this video to learn how to order copies.](#)

## Book Binding – Paperback

This package includes paperback binding. If you'd like to upgrade to hardcover, please contact your publishing consultant.

## 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.

- **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.

## Distribution

Your print book will be distributed via Amazon, Flipkart, and Ziffy Bees within India. For international distribution, please inquire with your publishing consultant. We offer standard delivery on Amazon and Flipkart, with optional Amazon Prime delivery for an additional fee. Orders above INR 500 on Ziffy Bees qualify for free delivery, the customer can select free delivery in that case.

## 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.

## 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.

- [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.

## Poster

We design one now release banner for social media post which author can also use it for promotion purpose.

## 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/>