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How to Join the Writing Challenge and Publish Your Poems

How to Join the 21-Day Writing Challenge

To participate in BookLeaf Publishing's flagship **21-Day Writing Challenge**, follow these steps:

1. **Register** through our official page:
 <https://www.bookleafpub.in/writing-challenge>
2. Pay a **one-time fee of ₹1999**, which includes:
 - Participation in the 21-day poetry writing challenge
 - Complete publishing of your poetry book (paperback + eBook)
 - ISBN, design, layout, and access to author support

 **Important:** There are **no hidden charges**. The fee covers the full publishing journey unless you choose to purchase any optional add-on services.

Poem Submission Guidelines


- **Minimum requirement:** Submit **at least 18 poems** during the 21-day challenge.
- **No upper limit:** You may submit as many poems as you like within the challenge period.
- **Flexible submission style:** You can:
 - Submit one poem each day, or
 - Submit multiple poems on a single day, or
 - Submit all your poems at once before the deadline

There are **no restrictions on format, theme, or length** — creative freedom is fully yours.

Accepted Languages

You may write and submit poems in:


- **English**
- **Hindi**
- **Hinglish** (a natural blend of English and Hindi)

 **Note:** At this time, we do **not accept regional languages** like Urdu, Marathi, Bengali, etc. We're working toward expanding language options in the future.



Who Can Join?

- Writers of **all ages** are welcome.
- There is **no minimum or maximum age limit**.

 *Returning authors are welcome.* If you've participated in the challenge before, you can join again anytime — there is **no limit** on how many times you can participate.



What If I Can't Finish in 21 Days?

If you're unable to submit all required poems within the initial 21-day period:

- You will automatically receive a **7-day extension**
- This is designed to help you complete your submission comfortably
- Failing to complete the challenge does not make you eligible for a refund of the registration fee, as per our policy.

We recommend consistent writing throughout the challenge period for the best experience.



Refund Policy


We offer a **no-questions-asked, unconditional refund** within **14 days of registration**. This applies even if you've already submitted some or all of your poems.

 Refunds are **not applicable** after the 14-day window.

Publishing Timeline











Once your final submission is complete:

- The publishing process typically takes **30 to 45 business days**
- You'll be notified by email and through your author dashboard when your book is published
- If you've opted for additional services, processing times may vary

 *Note:* During this period, your status will show as **"In Review"** until the book is finalized and published.

What's Included in the Publishing Kit?

Every participant receives the following as part of their package:


-  **Professional publication** of your poetry book
-  **Paperback + eBook** versions of your book
-  **ISBN & Barcode**
-  **Interior layout & formatting**
-  Access to the **Cover Design Tool**:
 - Choose from hundreds of pre-designed covers
 - Or upload your own custom cover design
-  **Promotional material** to help you spread the word
-  **Book Marketing Guide** with tips to boost your book's reach
-  **80% royalty** on profits from book sales
-  **Free author copy**
-  **Publishing agreement** provided after challenge completion

-  **Full copyright remains with you** — BookLeaf does not claim ownership
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Cover & Page Quality

We ensure that all published books meet high standards of durability and readability:

- **Cover:** Printed on 230 GSM premium-grade material for a sturdy, professional finish
- **Interior Pages:** Printed on 75 GSM high-quality paper to ensure smooth texture and excellent print clarity


 Books are designed to be lightweight and reader-friendly without compromising on quality.

Book Distribution: Where Will Your Book Be Available?

Once published, the availability of your book depends on whether you've opted for **add-on distribution services**.

♦ **Default Distribution (Included for All Participants)**

- **Paperback:** Available on BookLeaf Publishing's official online bookstore
- **eBook:** Also listed on BookLeaf's online bookstore

 eBooks are **exclusively sold** through our own store. They are **not listed on Amazon** or other third-party platforms at this time.

♦ **Extended Distribution (Requires Add-On Purchase)**

If you purchase the **Global Distribution Add-On** or the **Bestseller Breakthrough Package**, your paperback will also be listed on:

- **Amazon** – across all 13 international marketplaces (including India, US, UK, Canada, Australia, etc.)
 - **Barnes & Noble** – online store
 - **Ingram Distribution** – making your book accessible to over 30,000 bookstores and libraries worldwide
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Author Copy: How & When You Get Your Free Book (only applicable for authors in India)

All participants in India are eligible for **one free author copy** after the book is published. Here's how it works:

- You'll receive a **coupon code** for our online bookstore after publication.
- You can use this coupon to order your paperback copy **at zero cost**.
- The coupon is valid only for authors residing in **India**.

Shipping Details:

- In most cases, shipping is free.
- However, in rare scenarios (locations with limited courier access), **minimal shipping charges may apply**.
- Authors outside India are **not eligible** for a free author copy at this time.

This system allows you to track your copy conveniently and order it at your preferred address and time.

Offline Store Availability

Your book will **not be available in physical retail bookstores**. It will be sold **online only**, through:

- BookLeaf Publishing's website (paperback + eBook)
 - Amazon & Barnes & Noble (only if you opt for global distribution or Bestseller Breakthrough Package)
 - In Global Distribution or Bestseller Breakthrough Package, Ingram distribution is included, which means over 30,000+ stores and libraries will have access to your book, but the availability of your book in those stores and libraries depends on whether those stores or libraries order your book. BookLeaf Publishing cannot guarantee that.
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Publishing Rights

- You retain **100% ownership** of your written content.
 - BookLeaf Publishing only acts as your publishing partner.
 - You are free to publish your content elsewhere in the future, if you wish.
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Want to publish a book but not interested in the poetry challenge. What are the options?

At the moment, we are exclusively offering our **21-Day Writing Challenge**, which is focused on **poetry**. Our publishing services for other genres or standalone book projects are **temporarily unavailable**.

If you're open to exploring poetry, we would love to have you join the challenge! It's a great opportunity to get your work published in the form of a professionally produced book.

You can learn more and register here:

 <https://www.bookleafpub.in/writing-challenge>

We hope to resume our expanded publishing options in the future and will share updates as they become available.

Using a pen name or pseudonym for the writing challenge and book publication?

You can use a **pen name** or **pseudonym** when registering for the challenge and throughout the entire publishing process.



Is the Challenge Genuine?

Yes — the challenge is 100% legitimate and widely trusted. Here are a few facts:

- **Over 16,000 books** have been published through this program.
- We've collaborated with **14,000+ authors** — from first-time writers to celebrities and influencers.
- We recently featured on the 4th Season of Shark Tank India where our DIY publishing dashboard and writing challenge garnered praise and appreciation from all the sharks.
- A highlight: *"Roots"* by *Rini Choudhury*, written during this challenge, was launched at **Rashtrapati Bhavan** in the presence of the **Hon'ble Vice President of India**.

💡 You can view author testimonials and behind-the-scenes highlights on our Instagram page:

👉 [@bookleafpublishing](#)

We're proud to support a vibrant, inclusive community of poets and storytellers.
