

Know Our Publishing Consultants

Shweta Mishra, Sr. Publishing Consultant

Shweta is one of our most passionate Publishing Consultant and has abundant Marketing experience under her belt. She has been with the organization for more than 3 years now and has helped numerous authors publish and market their books.

"A book is as good as its cover, at least in this digital age", she opines. "Yes, this contradicts an old saying about books and not judging them based on covers, but, like it or not, covers go a long in selling books in this age of viral tweets and hashtags. They're a part of marketing, after all."

"And it's not only the covers that matter", she drives the point further in her typical, relentless style. "To market a book sufficiently and appropriately we've ought to risk being bold and in the face. How else does one compete in these times?"

Chitra Pal, Sr. Publishing Consultant

With more than 7 years of Quality Control and Customer Support experience under her belt, Chitra is a master in outlining publishing strategies.

"A little empathy can help achieve, what many businesses fail to do consistently, deliver customer satisfaction", she claims. "My time as a Customer Support professional has given me the ears needed to listen to authors patiently, understand their needs and help them make smart, informed decisions. Publishing strategies need to be outlined based on the inputs of authors, period."

PriyaBajpayee, Sr. Publishing Consultant

Priya is a Postgraduate in Physics and an avid reader. "My love for books is non-negotiable", she says. "I am a believer of the Law of Attraction and to be honest I kind of manifested my way to Team BFC. Where else could I get the opportunity to be around something I love the most. .books", she explains with much enthusiasm in her tone.

According to Priya, her love for books helps her excel in her job. "I read every book that comes my way, even if I am not required to. This helps me better understand the Author's vision and outline a strategy accordingly", she declares with a smile.

Aviharsha Singh, Publishing Consultant

Aviharsha is a postgraduate in English who excels in outlining marketing strategies. So far, she has assisted several newbie authors in publishing their books and has been applauded by many for the extra mile she tends to walk to market the books.

"Guilty as charged", she says with a sheepish grin when asked about her tendency to go out of the way to help first-timers. "I make it a point to explain to the authors in detail, the services and marketing tools they can leverage to showcase their books appropriately. This usually helps them prioritise and determine what they want", she explains.

Shalini Singh, Publishing Consultant

Shalini works as a Publishing Consultant with Team BFC. She is required to handhold Authors looking to publish their books. "I usually approach the task by explaining in detail, the services Authors can avail and the marketing tools that can be deployed to advertise their beloved masterpieces", she explains in her usual optimistic tone.

"I've spent a significant portion of my career interacting with people, and getting to know what they want", she takes a momentary pause before continuing. "I like interacting with new people, you all know this. Talking to Authors, especially the new ones, helps me understand their motivations. It is like getting to interpret human emotions in their purest form; that's all the incentive I need", she concludes with visible enthusiasm.

Neha Sahu, Publishing Consultant

Much like her comrades, Neha is a Publishing Consultant and a valued part of Team BFC. She is thorough and unrelenting when it comes to delivering Author satisfaction, and has been appreciated for her efforts by almost everyone she has helped so far.

"The job warrants that I interact with Authors, understand their needs and offer solutions to address those needs. The job becomes easier when you are aware of the entire process. This is something I've learned during my tenure so far as a Publishing Consultant" she clarifies.

"During my initial days here, I made a conscious effort to understand the underlying steps of the book publishing process. It is paying rich dividends now, as this know-how helps make the adjustments needed to align the publishing process with Author needs."