

# BURNING DESIRE

The Voice of Emerging Writers



**MEDIA KIT 2021**

# About Burning Desire

Burning Desire is one of the best book blogs in India for emerging authors and poets. Run by Virendra Soni, the leading book blogger, writer, & digital marketer, this site is an ideal destination for every writer and reader. The core aim of this book review blog is to help writers connect with new readers.

We publish honest book reviews, author interviews, helpful articles for bookworms and writers, book recommendations, press releases, along with offering the most affordable book marketing services.



# Burning Desire is about **community**.

**26K+**

TOTAL SOCIAL FOLLOWERS



20,000+



3,000+



1,200+



1,600+

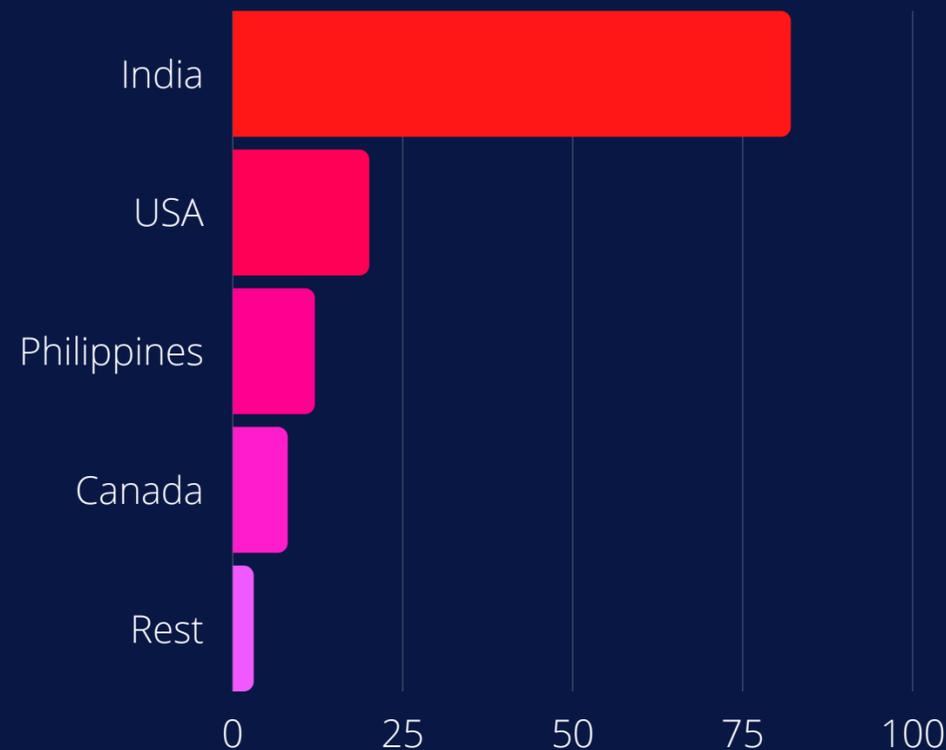
**50K**  
TOTAL PAGEVIEWS

**2.2K**  
NEWSLETTER  
SUBSCRIBERS



**Blog  
Stats**

## TOP COUNTRIES



**Our audience  
loves  
Interviews**





## Virendra Soni

Virendra Soni is the man behind [burningdesire.in](http://burningdesire.in). He pursued his engineering from JIET, Jodhpur, where he discovered the joy of reading and writing, rather than electronic devices, semiconductors, and microprocessors. He started blogging on a free WordPress blog in 2013, where he used to write book reviews and personal experiences.

He feels weird writing about himself in the third person but admits that it sounds slightly more epic.

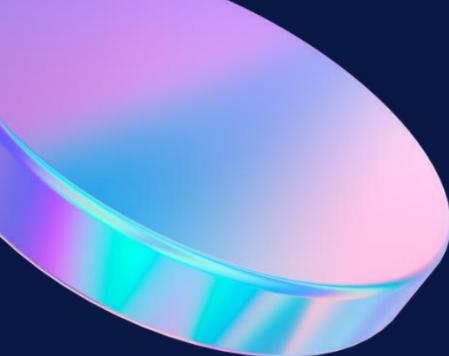
After college, I chose content writing as my career and started working at a good organization which was a partner of Microsoft, Amazon Web Services (AWS), Alibaba Cloud, and many other brands.

Once I was earning, I had purchased a domain name of my name- [virendrasoni.com](http://virendrasoni.com) but never worked on it. It expired. In 2018, I invested in this blog- [burningdesire.in](http://burningdesire.in) and started working hard on it (which I still do). Parallely, I was also learning & practicing digital marketing to enhance my skills. I implemented those practices on my blog to grow it.

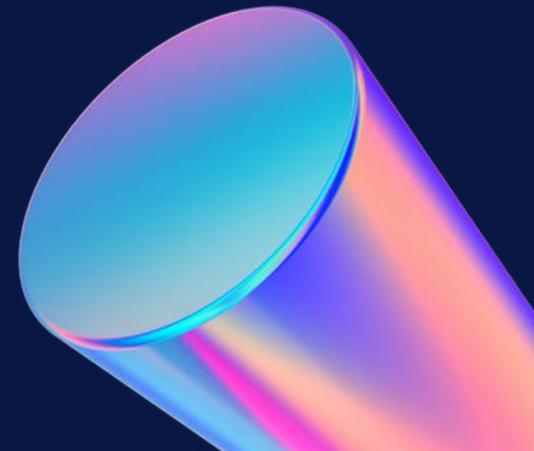
Till 2019, Burning Desire was driving only decent traffic, but people were loving the content. As a writer myself, I wanted to help the new and emerging authors and poets. I found the aim for this blog- to become the voice of emerging writers and promote them.

I started approaching new authors who were finding it difficult to market their books because of lack of industry knowledge and low budget. I read their books, interviewed them, and promoted the same on social media. This helped them a lot. The traffic on the blog started rising and experienced a growth of 180% in one year.

I feel that the passion of my young heart can fuel the growth of not only a blog but a broad community of writers and entrepreneurs. Along with Burning Desire, I am also working on a few more blogs and websites.



# Our Offerings for Authors



- **Book Reviews**
- **Interviews**
- **Press Release/News**
- **Author Website Development**
- **Author Branding**
- **Book Editing**
- **Media Partnership**
- **Advertising**
- **Book Giveaways**
- **Guest Blogging**

# AUTHORS LOVE BURNING DESIRE

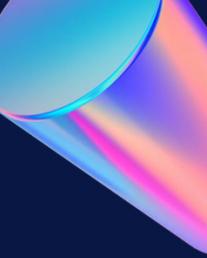
"Burning Desire is a great platform not only for book reviews but also to support authors and writers globally. This is a fantastic blog to let you know more about the world of literature that is authors, readers, and books. This is such a burning platform to fulfill the author's desire, that is called BURNING DESIRE."



**SOUGAND AKBARIAN**  
Iranian Bestselling Translator,  
Author, TEDx Speaker



# AUTHORS LOVE BURNING DESIRE



Working with Virendra on my author website was simple. He listened and understood everything that was important to me and gave me exactly what I asked for, down to the smallest of details.

Authenticity is huge for me, and I wanted a website that would reflect who I am as a writer and poet and Virendra delivered.

Not only is he technically superb, but he is also passionate, creative, and easy to work with, all things to look for when hiring the right person to design your website.



ROBERT A. COZZI

American Award-Winning Poet,  
Author of 5 Books

[WWW.ROBERTCOZZIAUTHOR.COM](http://WWW.ROBERTCOZZIAUTHOR.COM)



# AUTHORS LOVE BURNING DESIRE

"Burning desire is indeed one of the best book review platforms. I really like the honest and professional manner in which Virendra conducts author interviews and provides insights about their books. He is a genuine person who believes in promoting authors and has created this wonderful platform that deserves all the praise and hits. Kudos!!"



**GAUTAM MAYEKAR**  
Bestselling Author of  
I'm So Hacked



# AUTHORS LOVE BURNING DESIRE

"To be heard is as tough as it is easy. With my very first interview being a debut author, I felt like I was being heard. Some very well put questions that explored a lot of layers pertaining to writing as well as personality. I explored the blog which I find very engaging. It shows a lot of variety and importantly cares in reviewing books and interviews, speaking from my personal experience. To conclude, there's a blend of an author's voice and the blogger/reviewer in a non-mechanical manner."



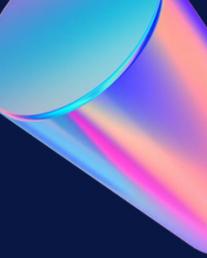
DIYA VYAS

Author of  
What I Lived For





# AUTHORS LOVE BURNING DESIRE



"Burning Desire is one of the honest & genuine blogs I have come across when it comes to posting reviews and literary articles. Virendra always gives priority to quality over quantity. It is a pleasure and sense of great satisfaction working with him cos you come to know both your merits and demerits. Due to this, the artist can improve his/her work. There is a great deal of transparency in work, which makes it worthy of trust. I would definitely recommend this blog to all artists."



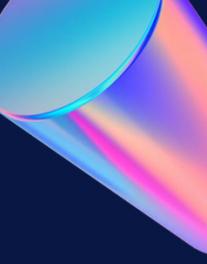
AYESHA F MUSKAN

Author of  
'Divine Souls' and 'Messiah'





# AUTHORS LOVE BURNING DESIRE



"Diligent and forthcoming, the team at burningdesire.in pays attention to details and uses the best tools and trends. I had an engaging interview with the team. I love how they work."



**RAJESH KONSAM**

Author of  
Bittersweet

"Virendra, I'm really grateful for the interest you have shown in my book. Amazing book bloggers like you play a key role in the life of newbie authors like me. Thanks for such a great support!"



**ALISHA NANDESHWAR**

Author of  
No More No Less



# Professional Book Reviews

BOOK REVIEWS ARE PUBLISHED ON:



AMAZON



GOODREADS



BLOG



QUORA



AND SHARED ON:



# Our Offerings

## Offering

## Rate (INR)

Book Review

500

Interview

Social Promotion

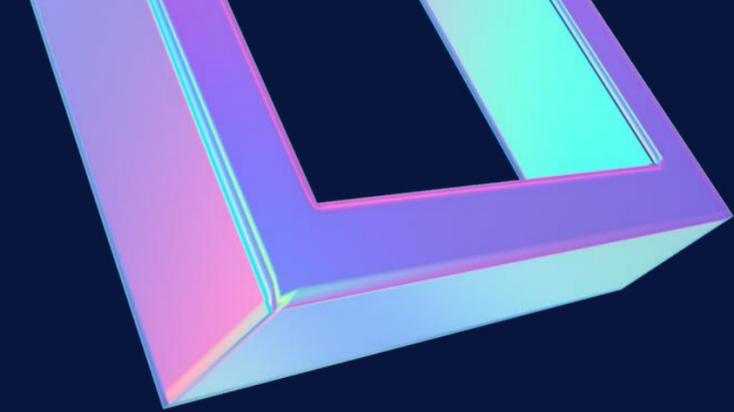
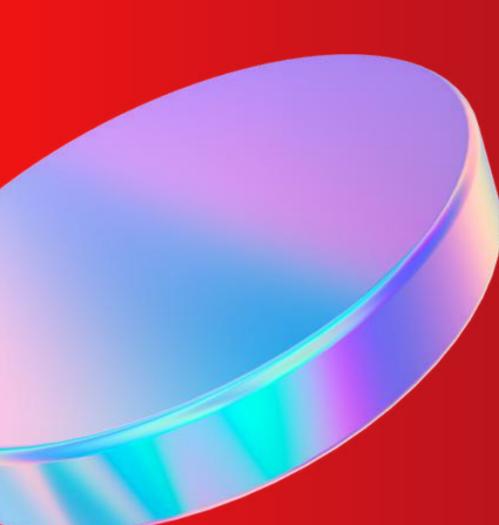
*Request Pricing*

Press Release

**Full Package**

25%OFF

on Package

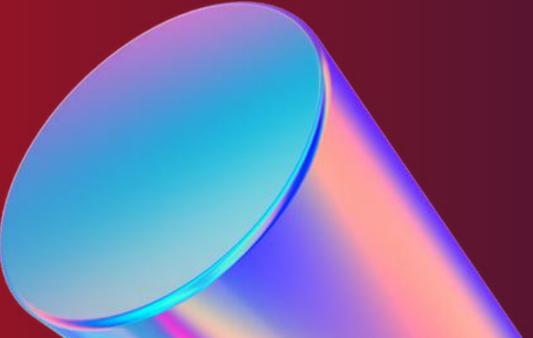


# Author Website

- Custom Website Design
- Stunning Page Layouts
- Optimized for Google
- Blog Integration
- Mobile-Friendly
- Website Security Tools
- Analytics
- Social Media Integration
- Multi-Browser Compatibility



Starts at  
**₹7,000**



# Author Website

**FREEBIES  
WITH  
WEBSITE**

- Web Hosting for 1 Year
- Book Review on 4 Platforms
- Interview
- Social Media Promotion
- SEO

[Click here for details](#)

# Let's Collaborate!

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[virendra.soni2022@gmail.com](mailto:virendra.soni2022@gmail.com)

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WhatsApp:

[+91 75682-72178](https://wa.me/917568272178)

