



Crossroads Publishing, LLC

## **Publishing Plan**

**Please note: There will not be specific time frames put on many of the parts of this plan. There are so many variables to having a book published. It makes it even more of a challenge to meet time frames and expectations. This company was started to help others get their books out, in a good quality product fostering teamwork and consideration. Being rushed during the time frame lessens that goal. If you need help, or don't understand at any time, please contact us.**

*If you are looking for a specific time frame and have super high expectations of your book being out at a certain time, Crossroads Publishing, LLC probably is not the publishing company for you. No one at Crossroads will be pressured to complete any part of the book process in a certain time frame, for any reason.*

**Creativity, teamwork and quality flow better when there is not so much pressure and stress.**

**Submission Guidelines Page Information:** Review Publishing Plan, Review Signing with a Christian Company, Review Submission Guidelines

**Submission:** Please follow the submission guidelines closely. Please return the submission form and all needed documents to [ceo@crossroadspublishingllc.com](mailto:ceo@crossroadspublishingllc.com). Please realize, you are submitting for a paperback book. Hardback books are in process.

**Approval or Denial of Work:** You will receive an email either way.

**Approval of Book - Book Contract:** If your book is approved, you will be sent a book contract by email. Please review it closely and carefully. Contact us with questions. If you sign and return the contract, the process will move to the next step.

**Signed Book Contract** – After Crossroads receives your book contract signed, you will be sent a detailed email about moving forward and steps from there. It will include logging into the website information and a checklist to be accessed from there.

## **Communication about illustrations and cover:**

1. If illustrations or a cover are needed, your book will be put into rough draft layout form. This will be to verify the number of pages needed.
2. You will then be emailed a contract with your illustration options.
3. Once the illustration contract is received back signed, your information will be sent to an illustrator to create a rough draft sketch. This is only a draft color sketch to see if you would like the illustrator's style. There will be no edits allowed.
4. If you would choose an illustrator, half of the total due for illustrations and a cover would be due up-front. This would be sent to Crossroads by PayPal and Crossroads will get it to the illustrator.
5. You would see the color illustrations five at a time throughout the process.
6. Once the illustrations and cover are approved by you, the remaining half of the total payment will be due. Your book will not be published until those fees are paid.

At this time, illustration fees are running at \$20-\$45 per illustration depending on the illustrator chosen. Cover fees are around \$35 per cover design. If you did not like the style of the first illustration sent, your book information would be sent to another illustrator.

**Editing of the book** – This will start once a Crossroads editor is available. There is no time frame that can be put on this. The size of the book, the availability of an editor, etc. all go into this step. There is no charge to the author for this service. Even if the book has already been edited while being submitted to Crossroads, it will go through the editing process at Crossroads. The edited book will be sent to the author to approve or deny the edit suggestions. Please take your time going through this process to ensure the book is exactly how you prefer it. You do not have to accept every edit suggestion.

**Layout/Format** - Once illustrations, cover and editing are completed, the book can then be formatted by Crossroads. Formatting is all the pieces together so it can be in printable form.

**Final PDF Review** – After layout/format, the book will be sent to the author in final PDF review. This is the time for the author to look through the book very carefully for any changes needed. Please return and email Crossroads stating what changes need to be made. The author does not make the changes at this point on the PDF. It is a challenge to change the file once it is in PDF form. These can be editing or formatting suggestions. Once this final PDF review is approved, it goes to publishing.

**Publishing** – This is on Amazon KDP at this time. Once a book is submitted to Amazon for publishing, it can take up to 72 hours for it to be available on Amazon. Once the book is published, you would receive an email of the link, your ISBN number and specific royalties information from Crossroads. The specific royalties numbers for your book will not be available until the book is published. Your book will also be announced on the company Facebook page and also added to New Releases on the Home Page of the company website as well as under your author listing on the author page of the website.

\*\*\*PLEASE do not put your book cover or information on any book order forms, or regarding any book signing events fliers or information until after the book has been published. If you put your book information out there before the book is published, and the books are not able to be delivered in time for your event, that will be for the author to explain and handle at the event. Please allow at least a month and a half timeframe for ordering author copy books for your event, after the book is published. If you have allowed proper shipping time after the book is published, and there are shipping issues with your author copies, Crossroads will do the best possible to ease the situation regarding the book signing event.

In about a week from the published date, all of the marketing pieces would start.

**Marketing Pieces** – Crossroads has an extensive Marketing Plan for books published through the company. The owner is a Marketing Director with many years of experience. Those options include contact with local venues and businesses, press releases, free educational sessions for Crossroads authors and many more options. Access to that specific information is also on the private Facebook page to be accessed after completing a signed book contract.

- If proper information has been submitted as requested on the website from authors, Crossroads will contact local bookstores, coffee shops and libraries to inquire about book signing events and book sales.
- Crossroads will also send a Press Release to local publications about the book. Crossroads will post the book information on applicable Facebook groups.
- Crossroads will provide a book ad with the announcement on the company Facebook page that can be used by the author.
- The book and link information will be added on the company website under new releases and also under the author's listing. Anything that Crossroads would post on the company Facebook page or website can be used by the author.
- We would ask the author to take part in sharing the posts on their social media platforms as well. This will help get the information about the book out. The author is also encouraged to visit local venues to ask about book signing events. This is better done with a hard copy book in hand for them to look over. There is also a form that can be taken to explain to the vendors how book sales work.

The author can also refer them to Crossroads for the book sales discussion if needed. There is also a "Marketing for Authors" book available to be purchased on Amazon. It details many points about marketing a book. The link can be found on the Crossroads home page.

- Authors are asked to look over and consider the list of marketing design options available for business cards, postcards, posters, etc. The design of these is at no cost to the author, however, the author will be responsible for printing and shipping if needed. Crossroads can assist in getting these marketing items ordered from Vistaprint or a local office store.

**Author Book Copies** – These would be available once the book has been published. They are available at 50% off the list price.

1. Please email Crossroads with the number of author copies you would like to order.
2. You will receive a form in return detailing estimate prices.
3. Once you return the completed signed form, the total due on the form will need to be sent to Crossroads by PayPal. (PayPal: [crossroadspublishingllc@yahoo.com](mailto:crossroadspublishingllc@yahoo.com))
4. Once payment is made to Crossroads by PayPal, the books will be ordered, and Crossroads will send you shipping information as it becomes available.
5. If the shipping and tax are different once the books are ordered, the author will be responsible for the difference. The tax is only on the books, and the shipping is based on where the books are being delivered to.

**eBook/Kindle Version** – There is also an option for an eBook/Kindle Version. There is a form to be filled out for eBooks as there are choices in royalties, etc. It is found on the Author Page of the company website.

**Hardback Book** – If your book is between 72 and 550 pages, you are eligible for a hardback book. There will be an announcement from the company when that is an available option, as it is not at this time. It is in progress.

**Royalties** – Royalties would be detailed in the book contract. There is no way to know what your specific book royalties will be until the book has been submitted and information reviewed.

**Zoom Meeting** – If you would like to discuss any of this on a Zoom Meeting, please navigate to the company website and find the Schedule a Meeting page. We would be blessed to answer any questions you may have. In signing a book contract, if you would need a meeting at anytime to understand the process or have questions, the same option would be available to schedule a meeting.

**Extra Options** – There are many options available for the author to consider on the Author Page of the website. There are forms for some to be completed.

Please contact us with any questions. [ceo@crossroadspublishingllc.com](mailto:ceo@crossroadspublishingllc.com)