



## Crossroads Publishing, LLC Author Publishing Options

While the dream would be to help everyone as much as possible, that is not always feasible for a business and making decisions. Considering that and endeavoring to give authors as many options as possible with their books, all contract signing authors beginning 9/1/25 must choose one from the following three options for publishing at Crossroads Publishing, LLC. Please contact us with questions or concerns at [ceo@crossroadspublishingllc.com](mailto:ceo@crossroadspublishingllc.com).

### Option 1: Royalty 40% Author / 60% Publisher

- Publisher pays fees for book to be published, except illustrations and cover.
- No minimum author book order, discount allowed, to be determined at time of publishing

### Option 2: Royalty 50% Author / 50% Publisher

- Publisher pays fees for book to be published, except illustrations and cover.
- 50 book minimum author book order, difference enough for publisher to make at least \$3.00 on each author ordered book, discount allowed, to be determined at time of publishing

### Option 3: Royalty 60% Author/ 40% Publisher

- Author pays for ISBN, editing, cover, illustrations if needed, and any other fees. This total will not be known until the book has been submitted, contract signed, and book put into preliminary layout.
  - o One ISBN - \$50.00.
  - o Editing - \$1.00 per page
  - o Covers - \$35 each. This would be for an illustrated front cover only. If you would like the back cover illustrated to match the front cover, it would be \$70 total. If you have only a front cover illustration, there would be no charge for the simple back cover information included.
  - o Illustrations would depend on the illustrator, how many are needed and what style the author would choose.

For example: 120-page book without illustrations. \$50 ISBN + \$120 editing + front cover \$35 = \$205. This fee will need to be paid before the book can start the process. Illustrations will be determined in that specific process and timeline. That process allows for half to be paid upfront to get illustrations started, and the

remaining half due upon author approval. You would be sent a detailed invoice to explain the fees.

- No minimum author book order, discount allowed, to be determined at time of publishing

Please realize, when publishing through Crossroads Publishing, LLC, the royalties are figured after Amazon takes their percentage, and after printing costs have been deducted.

For example (all prices are estimates except for Amazon 40%):

Price of book \$15.99 – Amazon 40% (\$6.40) = \$9.59

\$9.59 – Printing of each book \$5.00 = \$4.59

\$4.59 – CP 40% (\$1.84) = \$2.75 royalty per book for author

\$4.59 – CP 50% (\$2.30) = \$2.29 royalty per book for author

\$4.59 – CP 60% (\$2.75) = \$1.84 royalty per book for author

Price of book: This will be determined by current trending prices of books in the same genre and categories. The author will have say as to what they think the book should be priced at, and it will be discussed and agreed upon between the author and publisher. It will have to be enough for Amazon's cut, printing, publisher royalty and royalty for the author. Amazon has recently gone to no paperbacks being priced under \$9.99. If you are planning on a paperback, it will need to be priced at least \$9.99. If it is under \$9.99, Amazon takes 60% royalty, and that leaves nothing for the publisher or author.

Printing cost of each book: This amount per book will not be known until the book is uploaded into KDP for printing. It is different for every book depending on pages, colors needed, size, etc.

With these options in mind, Crossroads Publishing, LLC may not fit in any particular category or type of publisher. There are many choices for the author at Crossroads Publishing, LLC, and their publishing option is just the start. Please see below on the reasoning behind publishing options at Crossroads.

To indicate which option you would like to go with for your book, please see near the end of the Submission Form. The Submission Form can be found under the Submissions Guidelines tab on the website.

Thank you.

## More Information on Publishing Options

In response to Crossroads Publishing, LLC being a possible Vanity Press with Option 3 included:

 Author

### **Crossroads Publishing, LLC**

Thank you for your comment. I appreciate you taking the time. There are three options with Crossroads for publishing given on the Publishing Options form on the Submissions Guidelines tab. This information is found on the company website at [www.crossroadspublishingllc.com](http://www.crossroadspublishingllc.com). The author has a choice of which option they would like to consider or go with. This is in no way a vanity press, nor will it ever be that. The author has many choices along the way with Crossroads starting with their publishing option. If illustrations or a cover is needed, the author chooses their illustrator from those available. If the first rough draft sketch is not liked, we go to the next illustrator. The author sees the illustrations five at a time through the process. The author receives the edited copy of the manuscript to approve or deny the edits suggested. The author sees the final PDF of the book and has as many times as it takes until the author is satisfied with the book and any changes needed. There are free educational sessions offered on Zoom for Crossroads authors on a variety of topics including Book Signing Events, creating an author Facebook page, creating the Amazon author page, how to make a book ad for social media, and the list goes on. All of the Marketing calls and emails that are provided for the author are free. As I have been a Marketing Director for many years, there could also be an outlandish marketing package fee. Authors receive royalties quarterly with a details spreadsheet and figures on their earnings. The focus of this company is not money. It is and always will be the author and seeing their dreams come to life in print with them. However, there has to be options for the company to at least break even. While the author is the focus, business decisions have to be made. The options are based on royalty amounts, and even the option with the lowest royalty amount to authors, still leaves a higher royalty amount for the authors than the average across the board these days. Please look at all three options available if you are interested in publishing with Crossroads. I have been an author myself for many years, and I know the importance of the author having choices along the way in the process. I can be reached at [ceo@crossroadspublishingllc.com](mailto:ceo@crossroadspublishingllc.com) for further discussion. Thank you again for your comment and any time considering all of the options given.

 Author

### **Crossroads Publishing, LLC**

As a side note, I was charged a flat fee of just under \$2,000 for my very first book to be published. Considering the owners of that company were arrested for embezzlement, I received nothing in return. That is not at all what Crossroads is about.

## Current Royalty Averages:

Taken from search asking the question what are the average royalty rates to authors from publishers in 2025.

### **Traditional publishing**

- **Hardcover:** 10–15% of the retail price
- **Trade paperback:** 7.5% of the retail price

Vanity Press royalties to authors are running between 0% and 10%.

As can be seen, even the lowest royalty option available at 40% is well above the current average across the board. Crossroads Publishing, LLC prefers to give the authors choices of what will work better for them. That is where the options list has come from, making sure authors have choices in regard to their books.

What kind of publishing company is Crossroads Publishing, LLC?

This response on a recent Facebook post will sum it up.

Thank you all very much for your comments. Mr. Morales, you are greatly appreciated, as always.

This is a lot to unpack. It is very disheartening, for sure.

I find it interesting how everyone seems to know exactly what my company is about, and yet, no one else submitted for the EIN, created the policies and procedures or have gone through the trials and errors of getting the company going. Nor did anyone else make notes, journal, pray and create the company how God guided. Just because something has been done one way or another for many years, does not mean everyone else will do it that way. Crossroads Publishing, LLC is my company, and it was created and based on what God told me to do. If you don't believe that, or don't care about that, it is absolutely your choice. If you think it is supposed to fit in one category or the other, that is also your opinion or choice, though has absolutely nothing to do with how the company started or is ran.

I think it is beyond ludicrous that people come on social media to drag a company through the mud without talking to the owner or even trying to understand. If you look at the definition of a vanity press, charging fees is their only option and the publisher takes a very high royalty. At Crossroads, paying fees is one of three options, not the only option, and if the author chooses that, they get the highest royalty out of all the options available at Crossroads. So that alone makes it not a vanity press. Another point is that vanity presses are not concerned about the quality of the book. There are many checks and balances at Crossroads, including the author having the absolute final say on the PDF. The authors are allowed as many edits as needed to get the book to where they are happy with it. Also, even the lowest royalty option at Crossroads, as stated in the information, is above the average across the board. Authors have three choices for publishing with Crossroads to be able to choose which one might work best for them. No one knows what that choice might be but the author themselves.

The focus at Crossroads is not making money, it's the author, no matter what anyone says or tries to spin to make it look different. Crossroads Publishing, LLC was not meant to be cookie cutter and fit into any category or it's been done this way for years mold. You don't run it and you don't see the daily workings. I don't have to run my company like all the others, because that's not what God told me to do.

Also, to say that marketing is not being done without asking questions or trying to understand the company is absolutely unreal to me. I am a Marketing Director, and have been for years. I do know how to market, and that is something Crossroads authors receive

for free from me as a thank you for signing. If you don't like it, or don't prefer it, or agree with it, that is absolutely your choice.

Denmark, US or wherever, it is not a scam at all. I am an author who went through many challenges of my own and opened Crossroads to give authors a different option. Authors at Crossroads have many options and a lot of say about their books and what happens to them in the process.

Also, to accost Mr. Morales as you did when he was only sharing his personal experience or view of something was very disrespectful. He was simply saying he appreciated what has happened at Crossroads with his personal books that none of you have had anything to do with, including the process you are so highly discrediting. (I do not and will not take kindly to my authors being accosted for simply sharing their opinions.)

As for my answer above, I provided guidance to the one that was asking. As a publisher, with many years of experience in the field, I have the right to do that, just as you seem to have the right to run a company through the mud that you haven't asked questions about or tried to understand.

I know that in this world, with all the deceit and malice, it is hard to take anyone at their word, especially on a website or screen. The only way to start changing that is to show some patience and mercy to those you come across.

Also, I would like to see these bad reviews of my company, because I've not seen one. There are two Crossroads Publishing companies. Mine is the LLC, the other one is not. Perhaps you are getting them confused when it comes to reviews.

Finally, if I would like to answer questions people have about publishing or anything that has to do with it, or offer my email if they have more questions, that is absolutely my right as a publisher. It is just offering help so that people don't have to be so confused or misled about this process. There are so many options out there. It's no wonder authors are confused and apprehensive. There is so much more negative about publishing than positive.

Mr. Morales was simply sharing something positive. No one had to agree to like it, but that doesn't mean you accost him and run a company through the mud based on what you think you know.

As Mr. Morales says, do your homework and make the decision that's best for you. If Crossroads is not for you, that's absolutely your choice. I will pray it works out for you moving forward. However, please consider not running a company through the mud because of what you assume it is based on by what's always been done. Not every single person or company operates that way, or has any desire to.

If anyone would like to discuss anything with me at all, or these posts further, my email is [ceo@crossroadspublishingllc.com](mailto:ceo@crossroadspublishingllc.com). I pray everyone has a wonderful week ahead.