



**PUBLISHING**

# MISSION

**“To help people with a message  
share a message.”**

**At Rockstar CX Publishing we want to help people who have a message that is too unconventional or too niche for traditional publishers become published authors.**



# THE PROBLEM

**Traditional book publishers tend to stay away from:**

- **Books that are too short**
- **Books that have an unconventional message**
- **Books that have a niche message**
- **Authors without an already established following**

# THE ROCKSTAR ADVANTAGE

Traditional  
Publisher



- No author control
- Long lead times
- Small royalties (10%)
- Difficult to work with
- Call the shots
- Hard to get a deal
- Very strict

The Sweet  
Spot



- Author control
- Real publisher credibility
- 3/4x more royalties
- Easy to work with
- Tried and tested
- Commission only
- Advice and mentorship
- Quick lead times

Self  
Publishing



- No credibility
- Minefield
- Large upfront costs
- Poor results
- No advice
- Trial and error
- Easy to mess up



**All the flexibility of self publishing with  
all the credibility of traditional  
publishing.**



# THE OFFER

## Rockstar CX Publishing will:

- **Advise and mentor on book writing, editing, cover creation and marketing.**
- **Publish your book as a physical paperback that will be available from Amazon in 9 countries, and from select bookstores (online) in the US and as an e-book available on Kindle etc.**
- **Deal with unlimited updates and edits.**
- **Provide unlimited author copies at cost.**
- **Take just £1 publishing fee per book sold.**
- **Not charge upfront costs.**

# THE OFFER

## Rockstar CX Publishing will not:

- **Stipulate content (you have freedom)**
- **Edit the book (we will advice on services)**
- **Set the price (that's totally up to you)**
- **Contribute towards marketing costs**
- **Put the book physically in book shops (only online)**
- **Prioritize any author over another (You're all Rockstars)**



# AUTHOR BENEFITS

- **Build instant profile credibility and authority**
- **Be instantly seen as an expert**
- **Gain more speaking opportunities**
- **Gain more media opportunities**
- **Have a ‘give away’ item for events or networking**
- **Extra revenue stream**
- **Share your message with the world**

# **BOOK TOPICS**

**For submission:**

- **Customer Experience**
- **Employee Experience**
- **Process Improvement**
- **Business Transformation**
- **Other business topics will be considered**
- **No fiction**

# ROYALTIES

## Typical Example

**Total Royalty = (Retail Price x 60%) - Print Cost - Publisher Fee**

**Example:**

**£12.99 retail price**

**£7.79 sub total royalty**

**Minus £3 print**

**Minus £1 Publisher**

**= £3.79 total royalty per book.**

**WANT TO BECOME AN AUTHOR?**

**Get in touch today.**

**publishing@rockstar.cx**

