

press

FROM GALENA HOUSE

— FRISCO · COLORADO

*GH* GALENA HOUSE PUBLISHING  
PRESS MATERIALS —

# Good Little Innkeeper

PRESS KIT · FOR EDITORIAL USE

VOLUME ONE

A GALENA HOUSE NOVEL · BY AVERY LANE MAXWELL

*Forthcoming. The reckoning that walks back through Still, by Design. — the mythology becoming self-aware. Press materials, blueprints, bios, and contact, in one folder.*

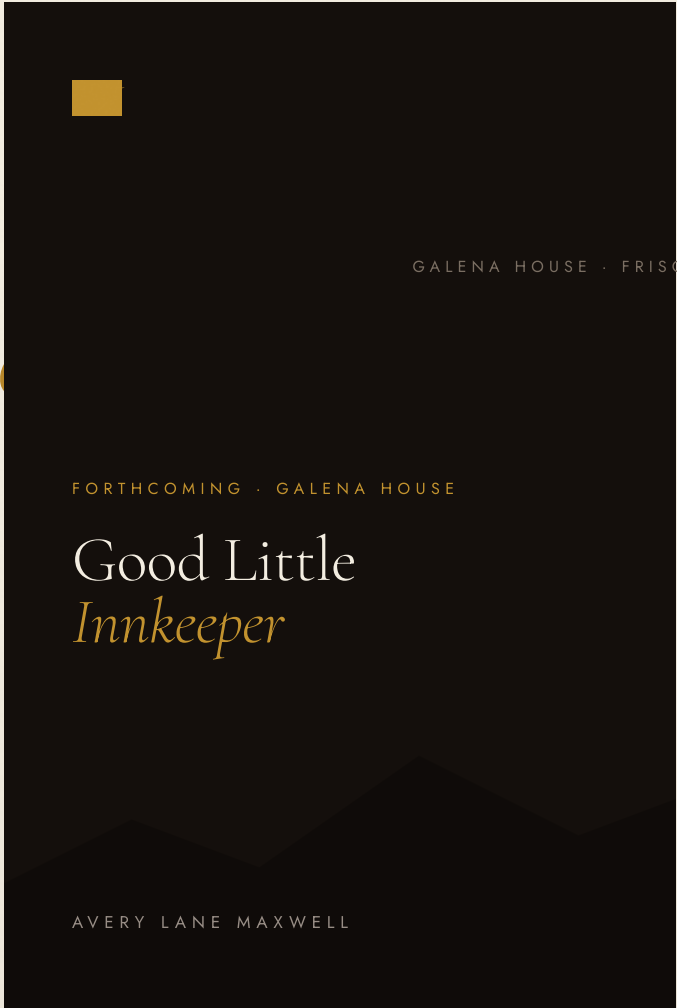


PUBLISHED · AVAILABLE NOW

### *The atmosphere.*

Close third. Past tense. The mythology written from inside itself. Elias is the narrator the room agreed to. The Inn responds. The mountain is kind. Healing is the stillness between gestures.

*“Healing isn't found in grand gestures, but in the stillness between them.”*



FORTHCOMING · PRE-PUBLICATION

### *The reckoning.*

First person. Past tense. The same Inn, examined by the writer who built it. The dream version is still operating on page one. By the last page, the dreamer is awake. A literary novel about how a beautiful place finishes a pattern it did not begin.

*“The Inn did not create the patterns. It was simply the most complete environment they had ever operated inside.”*





SECTION II · ABOUT —

# Avery Lane Maxwell.

SHORT BIO · 75 WORDS

Avery Lane Maxwell is a writer and publisher based in Frisco, Colorado. He is the author of *Still, by Design*, and the forthcoming *Good Little Innkeeper*, both from Galena House Publishing — the boutique literary and hospitality studio he founded beneath Mount Royal. His work circles hospitality, sobriety, longing, and reinvention. He writes from inside a small inn on Galena Street, near a lake that freezes early.

LONG BIO · 250 WORDS

Avery Lane Maxwell is the founder of Galena House Publishing and *Still, by Design*. (2024) and the forthcoming literary novel *Good Little Innkeeper*. He writes from Frisco, Colorado — a town of one main street, one lake, one mountain — where he also keeps a small boutique inn on Galena Street. His work examines hospitality as emotional architecture: the structure of how to hold themselves, the rooms they offer others, the cost of being good, the cost of being about sobriety without making it the subject, about longing without making it ornamental, and about beauty as something that, occasionally, keeps you. Outside the books, he is the founder of Pocket Innkeeper, a hospitality platform, and a quiet collection of goods rooted in mountain living, including a lamp, lamplight, and morning service. He is not on Goodreads. He answers questions sometimes slowly. He is reachable, when he is reachable, at Galena House.

THE WRITER

## Avery.

First person. Present tense. He holds the pen. He circles the same wound — admits it slowly. The narrator of *Good Little Innkeeper*. The one who built the room, and who is still inside it when the door clicks shut behind the guests.

THE TRANSLATION

## Elias.

Close third. Past tense. The version the room agreed to. The narrator of *Good Little Innkeeper*. Elias is what the mythology looks like when it is still operating. He is what Avery wrote down so he could survive being himself directed.

# house

ABOUT GALENA HOUSE

II · PRESS KIT

SECTION II · THE PUBLISHER —

## A house built on *patience and purpose.*

Galena House is a boutique literary and hospitality studio founded by Avery Lane Maxwell in Frisco, Colorado. It is small on purpose. It publishes slowly, on purpose. It exists inside an ecosystem it actually lives in.

### WHAT IT IS

The publisher of *Still, by Design*, and the forthcoming *Good Little Innkeeper*. A literary studio whose books are written from inside the world they describe. A small house that releases work when the work is ready.

### THE ECOSYSTEM

The literary work (the novels). The hospitality work (the Inn on Galena Street).  
PRESS KIT The product work (Pocket Innkeeper, a hospitality intelligence platform). One world, three rooms.

### WHAT IT ISN'T

A startup with a content engine. A literary aesthetic with no budget. It. An imprint with a release schedule it can't keep without lying. It doesn't chase trends. It does not chase trends.

### WHERE TO FIND IT

galenahouse.co · averylanemaxwell.com · friscoinnongalena.com  
GALENA HOUSE PUBLISHING  
The street is real. The mountain is real. Mount Royal does not disapprove.

*“The way something is built is the way it is felt.”*

— AVERY LANE MAXWELL

# What the work is *about*, in the plainest terms.

*Themes are listed for editorial use only — angles, panels, features. Not jacket copy.*

- I. Hospitality as emotional architecture  
The room is the metaphor. The breakfast service is the metaphor. The folded towel is the metaphor. The metaphor is also the thing itself.
  - II. Sobriety as structure, not as story  
A daily practice, occasionally a shield. The novels treat it as the load-bearing wall of a life, not as a redemption arc.
  - III. Performance and sincerity, refusing to be opposites  
Construction is not the opposite of sincerity. He built beautiful emotional worlds around himself in order to survive.
  - IV. The cost of belonging  
What does a person become in exchange for being chosen by a room? The novel keeps that question close.
  - V. Mountain living and literary identity  
Summit County as the setting that is also the witness. Frisco as a town small enough to be read by.
- PRÉSS KIT      Independent publishing as a creative act      6      THEMES
- Galena House publishes one novelist, slowly, on purpose. The publisher and the writer share a hallway.
- VII. Queer literary fiction inside the hospitality world  
The Inn is the room a certain kind of life is lived inside. The book is honest about who lives there, and how.
  - VIII. Beauty as survival mechanism  
A practice, not an ornament. The novels treat beautiful arrangement as something that, occasionally, keeps a person alive.

# comps

PRAISE & POSITIONING

IV · PRESS KIT

SECTION IV · POSITIONING —

## Where the work *sits*.

### CATEGORY

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Literary fiction. Adult. Queer-inflected. Independent publishing.

### FOR READERS OF

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Garth Greenwell

Mary Gaitskill

Ann Patchett

Early Michael Cunningham

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### ADJACENCIES

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The literary travel essay. Boutique hotel writing. The American mountain town. The novel of restraint.

### A NOTE ON POSITIONING

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The work sits inside a small, deliberate corner of contemporary literary that take hospitality, place, and sobriety seriously as forms of inquiry. *Staying* reads alongside the close-third novels of restraint Cunningham was writing in the nineties; *Good Little Innkeeper* belongs nearer Greenwell's first-person work where the narrator is the field of investigation.

Both books were written, edited, and produced inside the Galena House, independently published, in slow batches, on heavyweight matte paper, chasing the market. They are arriving when they are ready.

### EARLY RECEPTION · STILL, BY DESIGN.

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*“A small book that opens the room it describes. Maxwell has written the best of novel boutique inns will quietly leave on the nightstand for years.”*

— INDIE BOOKSELLER · MOUNTAIN EDITORIAL (PLACEHOLDER)

# quotes

CANONICAL QUOTES

V · PRESS KIT · GALENA HOUSE

SECTION V · CANON —

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*“The way something is built is the way it is felt.”*

— AVERY LANE MAXWELL

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*“He spent years becoming someone beautiful enough to deserve belonging.”*

— GOOD LITTLE INNKEEPER

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*“Healing isn't found in grand gestures, but in the stillness between them.”*

— STILL, BY DESIGN.

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*“The Inn did not create the patterns. It was simply the most complete environment they had ever operated inside.”*

— GOOD LITTLE INNKEEPER

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# contact

PRESS CONTACT & LINKS

VI · PRESS KIT · GALENA HOUSE

SECTION VI · PRESS CONTACT —

## Where to *reach us.*

We answer letters. Sometimes slowly, always honestly. For interviews, advance copies, and editorial requests — write to Galena House.

PRESS · EDITORIAL

[press@galenahouse.co](mailto:press@galenahouse.co)

*For interviews, ARCs, features, and reviews.*

BOOKSELLER ORDERS

[orders@galenahouse.co](mailto:orders@galenahouse.co)

*Wholesale, consignment, and shelf-talker requests.*

INN PARTNERSHIPS

[house@galenahouse.co](mailto:house@galenahouse.co)

*Lobby placement, readings, partnered stays.*

DIRECT FROM AVERY

[avery@galenahouse.co](mailto:avery@galenahouse.co)

*For everything that doesn't quite belong above.*

PRESS KIT —

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CONTACT

AUTHOR SITE

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AVERY / ELIAS

[averylanemaxwell.com/avery-elias](http://averylanemaxwell.com/avery-elias)



STUDIO

co

ARD

[galenahouse.co](http://galenahouse.co) pocket innkeeper



a.com

LORADO

Galena Street · 80443

GOOD LIBRARY · INNKEEPER · STILL BY DESIGN.

AVERYLANEMAXWELL.COM

GALENA

COLOPHON · END OF THE KIT —  
*G·H* GALENA HOUSE PUBLISHING

# Found, *not marketed.*

This kit was designed to feel like something left at the front desk of a private mountain inn. If it reads like an advertisement, we have failed and will rebuild it.

PRESS KIT · END

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GALENA HOUSE

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