



MADELINE OLSON

*Small Town Romance . . .
with a Touch of Suspense*

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A journey of a thousand miles

. . . begins with a single step. (Lao Zu)

Many successful authors started writing in their teens or 20s, and some have published dozens of novels through the traditional New York publishing houses.

I'm one of the rare breed that didn't start putting my stories on paper (or on laptop) until after a major life change in my early 50s. The indie publishing revolution had opened a path from the writer directly to her readers, shaking the foundations of a centuries-old industry.

Because of my advanced years (LOL) and my Type A personality (needing to be in charge of as much as humanly possible), I decided on the indie route for my first foray into the relatively friendly waters of contemporary romance fiction.

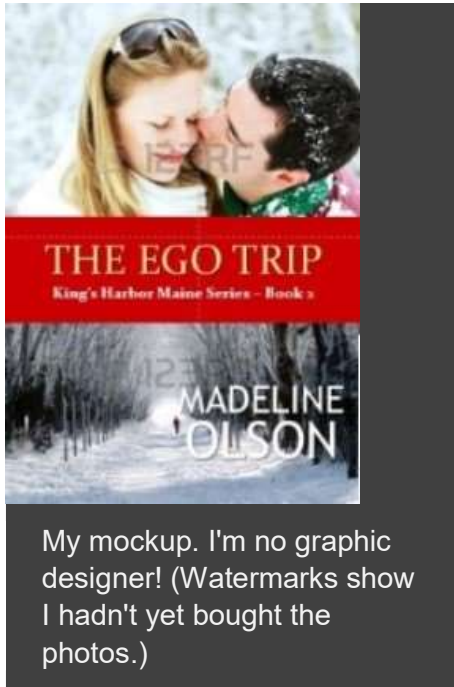
But, you may wonder, "Isn't it scary, complicated and expensive to fly without the safety net of a publishing house, whether large or small?"

Yes, Sort of, and No.

Contacts I'd made over the years in the Romance Writers of America led me to a talented and professional firm that assisted with cover design --The Killion Group. I also relied on notes taken at conferences and online workshops, author how-to blogs (Theresa Ragan's is particularly notable), and instructional manuals (*The Naked Truth About Self-Publishing* is a great one).

And I have several wonderful indie-published friends* who provided tips and advice as I chose typeface, font, leading, print size, etc. for the paperback version.

I provided Kim Killion with a self-designed mockup, and asked "Can you make it look kind of like this except, you know, MUCH better?" And I needed the heroine's hair to be light auburn.



My mockup. I'm no graphic designer! (Watermarks show I hadn't yet bought the photos.)



Final design. *Massively* better than my amateur version!

The bottom photo in my mockup (left cover above) conveyed suspense, but didn't tell you the story is set in a coastal New England town.

I also wanted a little logo to help unify the books in the series. On Shutterstock, I found a lovely pastel sketch of the Bass Harbor Headlight, which is (in real life) located a stone's throw from my fictional town of King's Harbor.

Pretty cool, huh? I hope it does the job, enticing potential readers to sample this and upcoming books, and in fact actually

purchase, read and enjoy them!

If that includes you, I'd love to know what you think--of the cover designs as well as The Ego Trip! Drop me a note via my website, or post on my Facebook page!

** The indie authors who provided much-needed help and advice are Loucinda McGary, Suzanne Whitfield Vince, and Yvonne Kohano. Check out their books . . . I highly recommend them!*

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