

Lisa Genova

Author, *Still Alice*

Lisa Genova has dedicated her life to researching dementia and other neurological disorders. This work led her to publish *Still Alice*, a novel about a young researcher's struggle with early-onset Alzheimer's. Self-published by Genova through iUniverse, *Still Alice* was acquired recently by Simon & Shuster for six figures. Genova shares her thoughts on her publishing journey.



What led you to ultimately self-publish your book?

Lisa Genova: *"Before I published with iUniverse, I tried going the traditional route. I spent a year querying literary agents. But no one wanted my book. I was sitting in a holding pattern with a completed book and no one reading it, waiting to find out if STILL ALICE was 'good enough,' waiting to find out if I was a 'real writer.' To the last agent that year who said, 'No thanks,' I said, 'Okay, then. I've had enough of this. I'm self-publishing.' I'm so grateful I had the confidence to ignore his response: 'Don't self-publish. You'll kill your writing career before it begins.'"*

Obviously, he was wrong about the impact self-publishing would have on your book?

LG: *"He couldn't have been more wrong. Instead of fearfully sticking my novel in a drawer, I moved forward and self-published STILL ALICE with iUniverse. And the journey that followed and continues has been the ride of my life!"*

How was iUniverse able to help you carry on with your publishing goals?

LG: *"iUniverse produced a high-quality, professional-looking book I was proud to promote. (Upon learning that it was self-published, one reader said, 'But it looks so real!'). The team at iUniverse did all the behind-the-scenes work—obtaining the ISBN, listing the book at amazon.com, bn.com and tracking orders from Ingram—freeing me up to concentrate on guerilla marketing."*

Did being a self-published title in any way encumber the marketing of *Still Alice*?

LG: *"In the following year, STILL ALICE was featured on television and radio. It was reviewed in newspapers, blogs, and at amazon.com. It was chosen for book clubs, as a staff pick at bookstores, and as a finalist in general fiction in the 2008 Next Generation Indie Book Awards. And it won the 2008 Bronte Prize for best love story in North America!"*

How did *Still Alice* get acquired by a traditional publisher?

LG: *"In less than a year after publishing STILL ALICE, word of mouth and a generous introduction led me to a literary agent, who loved my book, and within a week of signing our contract, STILL ALICE was sold at auction to Simon & Schuster for six figures. It's coming out again in January 2009."*

"And now I'm writing my next novel!"

Lisa Genova
Still Alice

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