

# “Reports of My Death Have Been Greatly Exaggerated”

written by Holly

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By Holly Lisle

Quote from Twain. Some numbers from **Midnight Rain**. ‘Cause you know I was to the point of reinventing myself because of my fear of the numbers on **Midnight Rain**, and the fact that I’d heard it hadn’t done as well as everyone hoped.

How well did it do?

In its first reporting period, it earned out its own \$25,000 advance plus all but about \$2000 of **Last Girl Dancing’s** advance.

In its first reporting period, it sold over 50,000 more copies than any title of mine has ever sold before in a first period, and about that many more than most of my titles have sold lifetime.

It had an acceptable sell-through. Not earth-shattering. I was hoping for the 80%-97% sell-through that most of my other books have averaged, but the fact that this was essentially a first novel, that it was shelved where most of the people who have been my readership for the last fourteen years will never have found it, and that a LOT of copies were printed make that kind of sell-through nearly impossible. It’s almost certain to have sold almost entirely to readers for whom this was the first introduction to my work.

So **Midnight Rain** didn’t do as well as everyone hoped? No, it didn’t. When you’re hoping for break-out bestsellerdom, it didn’t do that.

It did, however, do well for a first novel. If I can find any

sort of repeat readership from the folks who liked it, and who I hope went out and bought **Last Girl Dancing** because they liked it, I might have something solid to build on.

No gimmes here. I'm not out of the woods – you're only as good as your last book, and **Last Girl Dancing** is, in suspense, my book of the moment.

Still, the Twain quote in the title seemed apt. I'm still alive as a suspense writer. Still kicking. And almost ready to send the outline for the third book off.

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