

Genre Bending: Insanity or Marketing Genius?
(Gillespie, Hawkins, Solem, & White)

Genre Bending Authors

Here's a list of well-known and successful authors who write in more than one genre. Try a sampling of one author's books from different genres. Do you still recognize their voice? Why do you think they changed their name (or didn't)? At what point in their career did they change? Are they still writing both or did they move from one to the other? Are they more successful writing in one genre than the other?

All of these are important elements to consider before making the leap to becoming a genre bending author.

Kathy Trochek, a long-time writer of Callahan Garrity mysteries, now writes under the name of Mary Kay Andrews. As Mary Kay Andrews she's become a New York Times best-selling author of humorous Southern novels like *Savannah Blues*, *Hissy Fit*, and *Itty Bitty Lies*.

Haywood Smith used to write historical romance novels. Her career went in another direction when she penned *The Red Hat Club* and *The Queen Bee of Mimosa Branch*, which are both humorous mainstream novels. Haywood made *The New York Times* list with *The Red Hat Club*.

USA Today best-selling author **Lynn Viehl** has written thirty-seven novels in five genres. Some of her pen names include **Jessica Hall**, **Gena Hale**, and **Rebecca Kelly**.

USA Today best-selling novelist **Bob Mayer** has written under several different pen names and switched to the romance when he teamed up with Jennifer Cruise for *Agnes and the Hit Man* and *Don't Look Down*.

Numerous authors write both young adult and adult novels. **Melissa Senate**, **Jennifer O'Connell**, **Shannon Hale**, and **Ally Carter** are just a few.

Julie Kenner started out writing category romance and now writes paranormal (*Demons are Forever*) as well as romantic suspense (*Prada Paradox*).

Alyssa Day writes paranormal romance (*Atlantis Rising*) but has lighter alter ego as the Rita-award winning author **Alesia Holliday** (*The Naked Truth* and *American Idle*.)

Barbara Samuel is a multiple RITA award-winning author with more than 25 books to her credit, both women's fiction and, writing as **Ruth Wind**, historical and contemporary romances.

Nora Roberts has been hugely successful writing contemporary single title and category romances as well as writing romantic thrillers under the name **JD Robb**.

Christina Dodd writes historicals, contemporary romantic suspense, and paranormals.

Suzanne Enoch writes both Regency-set historicals and contemporary romance.

Jacquie D'Alessandro writes both Regency-set historicals and category contemporary romance.

Sherrilyn Kenyon/Kinley MacGregor writes historicals and paranormals.

Lisa Kleypas writes both historicals and women's fiction.

Kasey Michaels writes mysteries, contemporary romance and historical romance.

Lori Foster writes contemporary romance and urban fantasy as LL Foster.