

Red Lipstick and Clean Underwear

A painfully humorous survival guide to successfully navigating life as a woman



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Author: Carole Townsend
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This insightful book takes a humorous but accurate look at how women (baby boomers, plus those a few years this side of that generation) were taught to view and prepare for life as young girls, vs. the reality of being a woman and handling all that women do, every day, day in and day out. As adults, moms, wives, sisters, friends, lovers and professionals, we are expected to handle, juggle, balance, earn, nurture and be always-on-call caregivers.

Selling Points

- Author Carole Townsend is a well-known and respected news reporter in Georgia, having written for more than 8 years for the Gwinnett Daily Post, the second largest newspaper in the state.
- Her blog, entitled "Food for Thought," is the first ever non-sports-oriented column offered by the Daily Post and was started 18 months ago. The blog is written with the same no-nonsense, eclectic wit for which Townsend is known and is consistently one of the most popular opinion columns, print or online, offered by the paper.
- The focus group to which *Red Lipstick and Clean Underwear* was presented before publication reaffirmed Townsend's belief that true humor is the funniest humor. Group participants cited both the subject matter and the author's style of writing as being entertaining, comfortable, familiar and right on the money.
- The target audience for this book is women age mid-20s and older, and men of the same ages who wish to gain more insight into the feminine mystique.
- Townsend's humor and writing style have been compared to Lewis Grizzard's and Erma Bombeck's.

Marketing and Publicity

Marketing and publicity for *Red Lipstick and Clean Underwear* has garnered Townsend a weekly FOX radio guest spot, several book signings and invitations to literary festivals. Her previous book, *Southern Fried White Trash*, landed her television appearances on CNN, Fox 5 News in Atlanta and television stations in Georgia, Alabama and Mississippi in just three short months. Townsend has also been interviewed and quoted in the LA Times, Aniston Star, Erie Times and several smaller newspapers and magazines during that same time period.

About the Author

Carole Townsend is a 51-year-old wife, mother and journalist who grew up in Georgia, moving away only to go to college in Nashville and to live briefly in New York City after graduating. Her career path eventually led her to a prestigious position as Director of Marketing for an Atlanta-based consulting firm, but when her children hit middle school, Townsend decided that her efforts were needed more at home than in corporate America, and she launched her freelance writing career while raising her children full-time. She and her husband have four adult children and live in a suburb of Atlanta with their three rescue dogs; two Golden Retrievers and a Chihuahua.