

PRESS KIT

Feng Shui and Charlotte Nightingale by Pam Ferderbar

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About the book:

Everyone has had one of *those days*. For women, our go-to therapy is usually telling a best friend, mom, sister or cousin about the incredibly awful/embarrassing/annoying thing that has happened to us, and then they tell us they have never heard of such an atrocity! It makes us feel better to be heard and understood.

For Charlotte Nightingale, every day is one of *those days*. It's not that she's necessarily doing anything wrong; inauspicious things just seem to happen to Charlotte pretty much end-to-end from the time she wakes up until she goes to sleep at night.

Charlotte is like a lot of us—working a job we hate because we can't afford not to. She drives a piece of junk car, has massive student loan debt, wears thrift shop clothes and never does anything nice for herself. Under the weight of life, just life, Charlotte is not fully present in her own existence. She phones it in. She is not really living.

Readers tell me that they relate to Charlotte. "That is *so* me." "I *am* Charlotte." "You won't believe what happened to *me*." "I just had a total Charlotte moment!" This is the genesis of the #CharlotteMoment.

Each time a reader posts #CharlotteMoment to social media it will, a) prove cathartic and make her feel better, and b) it will appear on my website. Once a month I'll feature the best (worst? funniest? Charlotte-est?) #CharlotteMoment and the person who submitted it will win a prize. Every woman ought to be rewarded for surviving Charlotte moments, but we will have to begin with one per month!

Posting the Charlotte moments is a way of saying 'you are not alone.' There's safety in numbers. Laughter *is* the best medicine. I think women really like this book because by laughing at Charlotte's misadventures, we are really letting go of some of the junk we carry with us. Charlotte feels inadequate, overwhelmed, powerless. But we see that she's a good person, and perhaps all she needs to thrive is a little kindness. A touch of good luck. Some grace. *Feng Shui*.

Enter Kwan, the gentle soul, the *only* soul who reaches out to Charlotte for no other reason than he is kind. His small acts of kindness, good fortune and *Feng Shui* may seem to go unnoticed by Charlotte, but these gestures make all the difference in the

world. For reasons she doesn't comprehend, Charlotte begins to walk with her shoulders back and her chin up.

Is it Feng Shui, magic, or grace that puts Charlotte's life in order, or is it something she's always had inside of her, and all that was needed to wake it up was a little kindness? What do I think? Well, I think maybe it's a combination of all these things. Then again, Feng Shui is powerful stuff. The question is, what do *you* think?

Questions people ask me:

Do I practice Feng Shui in my own home? If so, has the Feng Shui been transformative?

Is the character of Charlotte autobiographical?

What's the best (worst?) Charlotte moment I've ever experienced?

What gave me the idea to write *Feng Shui and Charlotte Nightingale*?