

FOR IMMEDIATE RELEASE

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“For every stressed-out working woman with a voice inside saying that things could be different, Mary Lou Quinlan offers an inspirational route map for making the change. With unfailing humour and typical female resourcefulness, Mary Lou proves that flexibility is not a sign of weakness, but a source of strength. If women love this book, it’s because they need it.”

-Allison Pearson, author of *I Don’t Know How She Does It*

TIME OFF FOR GOOD BEHAVIOR

How Hardworking Women Can Take a Break and Change Their Lives

Mary Lou Quinlan

Like many “good girls,” Mary Lou Quinlan grew up to be a Type A “yes” woman who believed that her absolute best was the least she could do. Her boundless drive and uncompromising diligence eventually paid off in a high-pressure career as CEO of a prominent New York advertising agency. Then, one day, after 23 years of constantly pushing herself, and too many sleepless nights to count, she suddenly realized she desperately needed a break. So, Mary Lou dared to ask her boss for an unprecedented five weeks off. That “selfish” time away from the job not only revitalized her vitality and mental clarity, but transformed her outlook on work and her priorities for living.

Today, seven years and a new life later, Mary Lou Quinlan is the successful, happy, and well-rested CEO of her own start-up, Just Ask A Woman – a marketing firm specializing in understanding and meeting the needs of women. She loves her work but protects the downtime reserved for her family, her friends, and herself. In **TIME OFF FOR GOOD BEHAVIOR: *How Hardworking Women Can Take a Break and Change Their Lives*** (Broadway Books; January 2005; \$23.95), she shares what she has learned with every woman

who dreams of someday saying “I quit” to trying so hard, caring so much, and working like a maniac.

“In this book, time off means time claimed as your own. Not a family vacation. Not a business trip. Time where your agenda is the only agenda,” Quinlan tells her readers.

“Time off can become an option for your life no matter what your circumstances are.”

Why do so many smart women get addicted to over-working? Why do so many sensible women deny themselves any rest? *TIME OFF FOR GOOD BEHAVIOR* begins with a hard look at the culprits. Gently but firmly, Quinlan guides every burned out, worn out woman to find the “good girl” lurking inside her, with a need to please. She also urges each woman to examine her commitment to the challenge of the women’s movement: she can do it all and have everything as long as she keeps on striving to achieve.

Rather than deliver a formulaic prescription for rest and change, *TIME OFF FOR GOOD BEHAVIOR* presents a collection of personal advice and professional suggestions to help each woman find her own way to take a break and regain her passion for success and satisfaction. Throughout, Quinlan interweaves her own story with the stories of 37 women. In their thirties, forties, and fifties, single and married, with children and not, of various backgrounds and professions, and living across the country, from Brooklyn to Columbus to the Silicon Valley, these women all sacrificed their health, relationships, and good humor until they found the courage to ask themselves if their devotion to work made them happy and then made the life-saving decision to take time off.

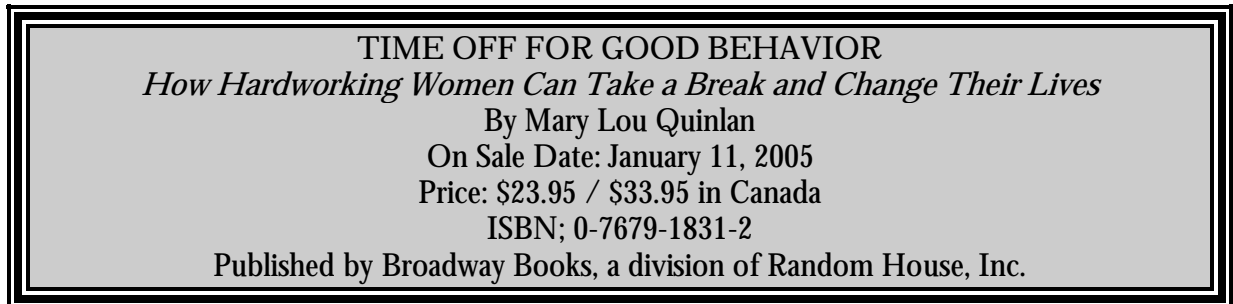
Lisa, 35 and single, was determined to soar in the travel business until she realized that her high-flying career had stalled her personal life and a chance for romance. Jane, 41, was a high school teacher, married with three stepsons, when she set her sights on taking a sabbatical to spend with her pre-school daughter. Bonnie, 50, was a senior executive fresh from a corporate turnaround when she got the surprise offer of a retirement package. In their own words, these women, among many, reflect on their early ambitions, their expanding agendas, and the “A-ha” moments that made them stop and think hard about stopping what they were doing – just for a while. While confiding their fears, these remarkable women talk about how they planned for their break – from saving money to building a support network – and how the experience changed them in truly amazing ways.

In addition to scores of real-life examples, *TIME OFF FOR GOOD BEHAVIOR* provides specific exercises on financial planning and goal setting, tips for negotiating time

off and maximizing a company's leave policy, tools for uncovering hidden talents, and strategies for maintaining a healthy balance after returning to work – whether it's one month or one year later, whether it's the same job or a whole new career. The last chapter spotlights several innovative companies – including Accenture, American Express, Ernst & Young, Intel, Eli Lilly and Company, and Wells Fargo – that recognize the value of giving valued employees a break and are experimenting with ways to make time off work. Inspiring and realistic, Mary Lou Quinlan offers a can-do book for every woman who dreams of enjoying a reprieve from work just for herself.

About the Author

MARY LOU QUINLAN is the founder and CEO of Just Ask a Woman, a marketing consultancy, and the author of *Just Ask a Woman: Cracking the Code of What Women Want and How They Buy*. Before her life-transforming time off, she was CEO of a venerable New York advertising agency, NW Ayer. A highly sought after speaker, she has also written articles for O: The Oprah Magazine, Marie Claire, Fast Company, and MORE. The recipient of numerous honors, including Advertising Woman of the Year from Ad Women of New York, she has been featured in The New York Times, The Wall Street Journal, and Business Week, as well as on CNBC, CNN and NPR. She lives in New York City with her husband Joe and their dog Danny Boy.



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