

Cover  
to be  
revealed

## Race Me in a Lobster Suit Kelly Mahon

### TARGET CONSUMER:

- Readers of internet humor like *Tinder Nightmares* and the books of David Thorne.
- Followers of internet culture and social media trends.

**Knit me into a cocoon...help me eat a burrito...pretend to be a chair at my dinner party...wrestle a komodo dragon...race me in a lobster suit. Author Kelly Mahon posts absurd gig ads online, and shares the conversations she had with the brave souls who wanted the job.**

**ON SALE 3/26/2019**  
**Announced 1<sup>st</sup> Print: 50,000**

### QUIRK BOOKS

TR: 9781683691044 / \$12.99/\$17.50  
EL: 9781683691051 / \$9.99/\$17.50

BISAC 1: Humor - Topic - Internet & Social Media

BISAC 2: Humor - Form - Parodies

BISAC 3: Humor - Topic - Language

Page Count: 208 Trim Size: 5-1/4 x 8

Carton Count: 24

## Publicity and Marketing

- National Print Outreach
- Local Print Outreach
- Broadcast Outreach
- Online Media Campaign

We're living in a gig economy. But would you respond to an online ad seeking someone to search for escaped ants? Or take an offer for a free tattoo by someone who "needs the practice?" How about a mattress for sale "tainted by geriatric love" or a workout plan that involves throwing Virginia hams? And if you hit reply, and the poster is sketchy about the details or offers to pay you with a gift card for clams, how long would you keep the conversation going?

When NYC copywriter Kelly Mahon started posting weird, fake gig ads as a creative outlet, she found that there was someone interested in every bizarre offer she came up with. And the subsequent awkward email threads were equally hilarious and bizarre. *Race Me In A Lobster Suit* collects Mahon's funniest fabrications, plus the hysterical email conversations that followed as she ratcheted up the crazy. While some respondents become suspicious, others seem willing to play along with the joke. And don't worry, everyone involved agreed to share their emails in the book, so there are no hard feelings.

In a world where it seems like everyone's suspicious of everyone else, it's nice to know that there are still people who will at least consider helping a stranger reenact a recurring spider nightmare, or explain the principles of pig Latin to a baffled mother of three.

- Hilarious and surreal fake Craigslist ads, plus equally funny real email threads with people who responded.
- A fun gift or self-purchase for fans of absurd offbeat contemporary humor and prank shows like *Impractical Jokers*.
- Short and sweet humor in an affordable package that you can dip into whenever you need a laugh. Great for bus or subway reading, or at the beach, or to entertain friends at parties.
- Part sociological experiment, part prank, all hysterically entertaining.

Huffington Post coverage: <https://bit.ly/2JSOI2b>

"These Craigslist Ads Looking For Odd Services Are Hilarious, Good Fun." --Huffington Post

**Author Bio:** Kelly Mahon is an advertising copywriter based in New York City. She has a B.A. from Fairfield University and attended Miami Ad School after that. She currently works at digital agency 360i, and has been in the ad industry for five years. Seeking a creative outlet for her weirdness, she turned to Craigslist, where she realized she could find that and so much more.

**Residence:** NYC/Brooklyn **Hometown:** New York City **Author Site:** <http://www.kellymahoncw.com> [itsamahonsworld.com](http://www.itsamahonsworld.com)  
**Social:** twitter: @kellymahon

# Race Me in a Lobster Suit

## Kelly Mahon

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### Original Post:

CL New York > manhattan > gigs > talent gigs

### Animal sound impersonator needed

Looking for someone who can do animal impressions. I'm watching my friend's pet shop for the next two weeks while he's away. In your email, please call out which animal(s) you can best mimic of the following: African gray parrot, canary, chinchilla, guinea pig, frog, fish tank filter (constant gurgling), a mixture of rodents.

### Matt to me

Hey! I'm super confused about what you need. I'm very good at animal sounds, but I just need to understand what you're asking for. My voice has been featured in dozens of animal movies.

### Me to Matt

Hey Matt,

This is a huge relief. I'll explain, but can you specify which animal sounds you can make? Would be super helpful.

Thx

### Matt to me

Alright, going off of your list:

- African gray parrot - these birds are great talkers, very loud calls. No problem.
- Canary - song birds, got it. Also very sensitive to air quality.
- Chinchilla - I did some quick research for these, not too complicated, like a guinea pig but more personality.
- Guinea pig - my parents bred several kinds of guinea pigs, this was my bread and butter when I was just starting out.
- Frog - I'm less comfortable with amphibians, but if you give me some direction we should be OK. (I'll start researching right away)
- Fish tank filter (constant gurgling) - I've never impersonated a machine, what did you have in mind?
- A mixture of rodents - very experienced; have you seen Ratatouille?
- Scampering and cage sounds - This may be outside my skill set. But I know a guy.

Since I'm a union actor, I need to know what kind of gig this is. I've worked with animals. I do live performances, birthdays, private sessions, etc., but if this is being recorded, I need to know in advance. Let's talk.

### Me to Matt

Ok here's the situation. I'm watching a friend's pet shop for the next couple of weeks and like a jackass locked myself out. My friend is calling the shop every few days to check in on me and the animals. If he hears silence in the background he's gonna know something's up because there's usually a bunch of noise in the shop. I need someone or a few people to come over and make some animal noises in the background of the calls so he thinks I'm there. I could record the sounds or we could just have you come in during each scheduled call to do this live. There's usually a two hour window. Live seems better to me so we can switch up the sounds each time, I can even make you some lunch if you want. The scampering guy too, if you could let him know. that'd be great.

### Matt to me

Hey man,

So I thought this through. What a crazy situation! I'd love to help but I just don't think I could do a convincing enough job to pull this off. It would take a few people and even then, your friend probably knows these sounds like the back of his hand.

I reached out to my sound editor friend who does this kind of stuff for a living. He said he could put together a few minutes of sound effects to play back during your phone call. Do you have any money to spare for this? Sounds like he would do it for \$100.

### Matt to me

Or for that price you could get a locksmith and maybe save the animals.

### Me to Matt

The animals will be fine, I seriously over-fed them the other night. If not, they can be replaced later in the week. But I need to buy time here. Is this sound editor guy the one who makes the scampering noises you mentioned? If so I owe you big time because no one else has been able to make those noises at all. Still need fish tank and amphibian sounds. Let me know if you have another friend. The next time I expect a call from my buddy is this Saturday. Can you fellas lend me your talents then?

### Matt to me

So the sound editor can use sound effects to do everything you need. It'll be a sound file you can play off your phone or some speakers, and that will sound exactly like a pet shop. I think that's your best option. Do you have money for that?

### Me to Matt

For sure. So what does he need to record all your sound effects? Do I have to rent a microphone or something? Just tell me what to get. You guys can come over as early as you need to record all the sounds and combine them or whatever. I know you have a lot to cover. I can get some bagels if you guys want too. Thanks man.

### Matt to me

I think the idea is he would do it all on his computer and just send you the file. Some amazing things he can do with sound effects.

### Me to Matt

Oh ok, so you'll record it right into my computer then. Cool. Just so you know, one of the African gray parrots knows how to talk. Some kid taught him to swear so he curses up a storm sometimes. You should incorporate that into your parrot impression.

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Comparative Titles by Other Authors	ISBN	OS	Publisher	Price US/Can.	IN GR	LTD GR	LTD NT	LTD R	12m RM	POS
The Internet is a Playground/David Thorne/pb 368 pages	9781585428816									55.6k
Tinder Nightmares/Elan Gale/pb 160 pp	9781419719202									
I Hope You Find Me: The Love Poems of Craiglist's Misse...	9781683490227									
When Parents Text/Lauren Kaelin/Sophia Fraioli/276 pp p...	9780761166047	9/11	Workman	\$10.95						
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