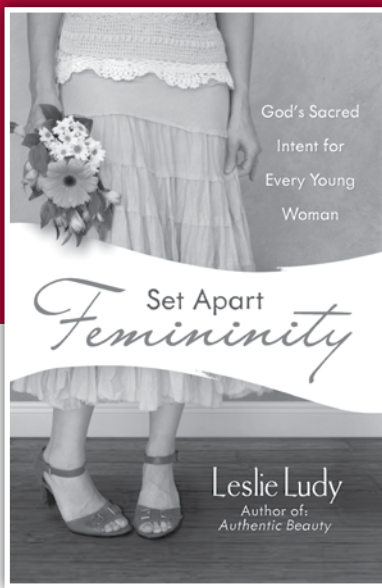


Do You Have to be Sexy to be Feminine?



MSNBC.com reports fashion this fall is all about “femininity,” as designers unveiled a return to ladylike designs. But in spite of more modest trends, teen and college-age girls still feel an enormous pressure to dress “sexy” in order to comply with pop-culture demands. Leslie Ludy, bestselling author of *Authentic Beauty* and *When God Writes Your Love Story*, believes the concept of true femininity has been completely lost in contemporary culture, replaced by a sensual counterfeit. Every day, young women fall prey to the lie that the only way to be feminine and desirable is to exude

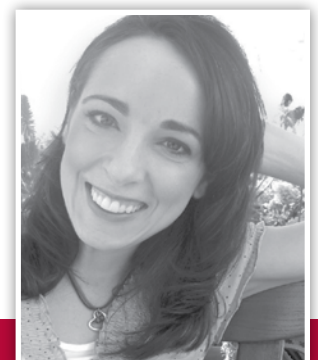
the provocative, sexual persona they see in the media and pop culture. But according to Ludy, real femininity is very different than the sex-goddess image of our modern times. In her signature story-driven style, Ludy tackles key issues young women face today, such as:

- ❁ **Understanding God’s pattern for true feminine beauty**
- ❁ **Unlocking God’s sacred purpose for their life**
- ❁ **Captivating the heart of the right kind of guy**
- ❁ **Aligning their daily life with God’s priorities and not the world’s**
- ❁ **Finding real fulfillment by living an others-centered life**

For women who are tired of living a life marked by mediocrity in their faith, Ludy presents spiritual challenges in a blunt, pull-no-punches way that is uncommon in today’s soft-spoken Christian world. Speaking personally, she explains how the truths she shares have transformed her life. For the thousands of young women who hunger to showcase something spectacular and triumphant through their femininity, Ludy presents an exciting, awe-inspiring glimpse of the feminine journey that God has for every woman who will be completely His.

“Young women are taught they’re beautiful just the way they are—but when they don’t meet society’s overly sexy standards, they question whether they’ll ever turn a man’s head, let alone win his heart.”

Ludy rejects the shallow beauty, selfish pleasures, and hollow approval of the world and presents in their place a blueprint for sparkling, vibrant, world-altering femininity that reflects the beauty of Jesus Christ. This is not the same old message that young women today have always heard. It’s a radical call to a counterculture lifestyle in which every aspect of femininity—from the way a young woman relates with guys to the focus and direction of her life—is shaped by an intimate relationship with the King of Kings.



The Set-Apart Life

Quotes from Leslie Ludy in
Set-Apart Femininity



“I believe there is so much more to being a Christian young woman than what we have settled for today. Christian femininity has sunk to dismally low standards, and we are evidencing the consequences of our compromise in rocky romances, stressful family relationships, mediocre marriages, empty spirituality, and unhappy, unfulfilled lives.”

“We must be consumed with honoring Christ far above meeting our own selfish desires. Not out of duty, but out of delight—loving Him with such ardor that we relish the opportunity to lay everything we possess at His feet.”

“Are you willing to lay aside the things that charm and ravish the world so that your heart may be ravished by the things of heaven? Are you willing to live out the sacred decorum of set-apart femininity even if others label you as extreme? If you are, prepare to experience the power and presence of God in your life like never before.”

“Becoming a Christian is a lot more than just saying a sinner’s prayer and gaining the assurance that we’ll go to heaven some day. It is a sacred exchange. It means entering into a holy, eternal covenant with the King of all kings. **It’s a giving up of all that we have and all that we are in exchange for all that He has and all that He is.”**

“Find a woman who cares about nothing but loving, serving, honoring, and glorifying Jesus Christ, and you will truly see who is the ‘fairest of them all.’”



Bio Sketch

LESLIE LUDY

Author of *Set-Apart Femininity*

Leslie Ludy is a bestselling author, speaker, and musician with a passion for reaching her generation with the hope of Christ. She and her husband, Eric, have been writing and speaking together for the past twelve years, and have become foremost voices on some of the toughest relationship issues facing young people today.

Ludy is the author of the bestseller *Authentic Beauty*, a book for young women that has spawned a national ministry for teen and college-aged girls. She has become a well-known voice of encouragement and inspiration to thousands of young women around the country and the world. Her website, AuthenticGirl.com, frequently draws 20,000 unique visitors each month, and her online forum is visited by over 1,000 users each day. Ludy has hosted retreats and conferences for young women around the country for the past several years. She recently shared her message on the Focus on the Family broadcast, which became one of the 'top 30' most popular broadcasts in the show's history.

Set-Apart Femininity, Ludy's new book, challenges young women to rise above the pressures of pop culture and exchange a self-focused, pleasure-seeking lifestyle for a radically set-apart existence for Christ, with a focus on sacrificially helping others. In this personal, story-driven message, Ludy picks up where *Authentic Beauty* left off, tackling key issues that young women face such as guy/girl relationships, decision-making, singleness, and deepening intimacy with Christ.

With their powerful motivational speaking style and poignant, biblically-based messages, Leslie and Eric Ludy have won the hearts of audiences everywhere. They have spoken to hundreds of thousands of teens, college students, and parents around the United States and abroad. Esteemed by both younger and older generations, they have garnered applause from marriage, family and youth experts.

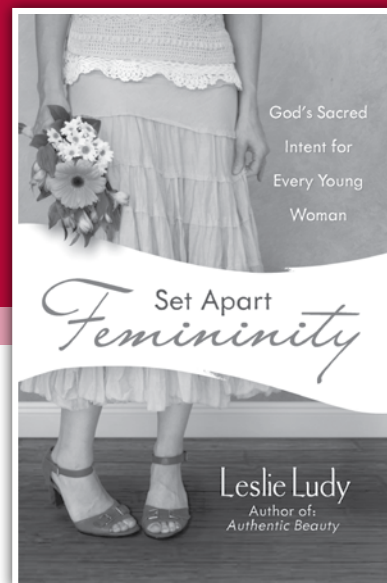
Together, the Ludys have authored eleven books, including the national bestseller *When God Writes Your Love Story*, which has been listed as the number one-selling relationship book by CBA Marketplace and gained a top 10 ranking on its bestsellers list several times since 1999. *Authentic Beauty*, which guides young women to discover true intimacy with Christ, reached top five status in the women's interest category on the CBA bestsellers list. Leslie and Eric's other books include *When Dreams Come True*, *God's Gift to Women*, *Teaching True Love to a Sex-at-Thirteen Generation*, *The First 90 Days of Marriage*, and *Meet Mr. Smith*.

Popular media guests, Leslie and Eric have shared insightful messages and music on numerous television and radio shows produced by Crossroads Christian Communications, Moody Broadcasting, LeSEA Broadcasting, FamilyNet, Salem Radio Network, American Family Radio, and more. In 2002 and 2006, they were among the top ten Focus on the Family radio broadcasts.

Leslie, Eric, and their two children, Hudson and Harper, live in Colorado. To learn more, visit AuthenticGirl.com and SetApartLife.com.

Interview Questions

for Leslie Ludy, author of
Set-Apart Femininity



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- ❁ Why do young women today face such extreme pressure to conform to pop culture? Where is the pressure coming from?
- ❁ How are young women's daily lives and decisions affected by our sex-obsessed culture?
- ❁ Your book mentions a recent survey, which found that only 2% of women think of themselves as beautiful. Why are today's women so insecure?
- ❁ Are Christian young women succumbing to the same insecurity and pressure as their secular counterparts?
- ❁ How can a modern young woman truly become free from the tyranny of pop culture pressure?
- ❁ You say that God has a sacred intent and purpose for every young woman's life, far beyond just becoming sexually appealing to the opposite sex. Just what is God's intent for a young woman's life?
- ❁ How can a modern young woman find lasting fulfillment in life and become truly secure in who she is?
- ❁ You say that many Christian young women are living self-focused, pleasure-seeking lives while professing to know Christ. What are the dangers of this mentality?
- ❁ What does it mean to be a set-apart young woman?
- ❁ Your book challenges young women to live a radically poured-out, sacrificial life that benefits others. Why do you feel this is important, and how can a young woman practically live this out?