



Toby Neal, LCSW

Award winning, bestselling novelist, author coach, clinical social worker, philanthropist

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About Toby:

Toby Neal was born to hippie surfer parents and grew up on Kauai. She read at four; wrote and illustrated her first story at five. Her unconventional upbringing helped her not only identify with her clients' needs as a social worker, but also to create interesting characters and powerful stories that her readers devour. Holding degrees in psychology, human services, social work and creative writing, Toby is passionate about empowering women entrepreneurs and other writers.

Toby has published over thirty novels in a variety of genres, with many more in the works. The *Lei Crime Series* is a multi-volume, million+ selling police procedural mystery series set in the Hawaiian Islands. It has won numerous awards including two Independent Publishing Awards (IPPY), spawned a Kindle World of licensed fan fiction, and spun off the *Paradise Crime* series. Toby also has a line of award-winning romances and has partnered on a series of popular romance thrillers.

Recently, Toby coupled her counseling and writing careers into the *TW Neal WriterShrink™* brand, which includes nonfiction books, workshops, experiences, and coaching. The *WriterShrink™* platform brings small groups of authors together by invitation only, for powerful motivational retreats and in-person and online workshops. *WriterShrink™* events combine Toby's unique, deep counseling style with visiting experts, such as lawyers and agents at the forefront of publishing. Wine and treats may also be involved.

Toby is available for podcast and speaking engagements. Her topics include:

- Writing Riveting Reads
- Trick Yourself into Writing at least Four Books a Year
- Create a Runaway Book Money Train
- How to Get Ravidly Loyal Book Fans
- Using Experts to Shortcut Research and Add Authenticity

Questions You Could Ask Toby

What's the secret behind writing a long running series that sells well?

Did you do anything special when you reached your millionth selling book?

What should writers just starting out prioritize?

I have a book out, and it's not selling. What do I do?

How do I write characters readers will love and root for, even after they finish the book?

What's Kindle World? How does it work? Won't those folks just steal my stuff?

How does *WriterShrink* help authors?

How did you get started writing novels?

What, actually, does a clinical social worker do, and how did that inform your narratives?