



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 in Hawaii. She began reading at four then wrote and illustrated her first story at five. As an adult, 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 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 situated in the Hawaiian Islands. It has won numerous awards including two Independent Publishing Awards (IPPY), and birthed the the *Paradise Crime* series spin-off. Toby also has a line of award-winning romances and has partnered on a series of popular romance thrillers.

Recently, Toby rolled 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 for powerful motivational retreats as well as in-person and online workshops. WriterShrink™ retreat events combine Toby's unique, deep counselling style with visiting experts, such as lawyers and agents at the forefront of publishing.

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

- Build a Book Money Train
- Kill Your Distractions and Nail Your Word Count: 4 or More Novels a Year
- Ravidly Loyal Fans Through Fun Social Media
- Crazy Research Shortcuts to Keep Quality High while still Writing Fast

Questions You Might Ask Toby

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

Where do you get your ideas?

How does coaching help authors?

How did you get started writing a book?

How do you stay focused and write four or five (or more) novels a year?