



A little Help from My Friends!

They Say ...

Every Dog Has His Day Mine is Coming September 2010!

A Short Bark From Toby Hammond's Dog House

Things are ruff out there and believe me I know how important good friends are! Even though I'm a dog, I am blessed to have two and four legged friends of all ages, and because you are my friends I am asking your help in spreading the word about my new book, *On Toby's Terms* (September 2010).

This summer has been a busy one. In-between finishing the book, visiting with my friends, volunteering at the hospital, playing games at the cottage and most importantly napping, I have come up with 15 different ways you can "catch" Toby fever... (it's almost as much fun as catching a tennis ball!)

Please help! I am on a mission to support different charities across the nation, the more books I sell, the bigger the difference I can make in our world, one PAWprint at a time!

Fifteen + Ways to Catch Toby Fever

- 1. Buy the book!** I would be PAWsitively honored if you chose to buy my new book. It is available at your local bookstore or online at Amazon.com
- 2. Buy the book and PAW it Forward** Our world is a better place when we pay it forward and find PAWsitive opportunities to spread some kindness. Buy the book for someone who could use a smile.
- 3. Spread the word to friends, colleagues, coworkers**
Email everyone! Word-of-mouth is one of the best recommendations any four legged friend can receive. It would be great if you could email your friends and tell them about "On Toby's Terms" and where they can purchase it.
- 4. Attend one of our signings or events-I'd love to meet you!** One of my favorite parts of being a media hound is meeting my fans. Attend one of our signings or events, so I can meet you and PAWprint your book. Our schedule will be on www.ontobysterns.com and www.tobytales.com
- 5. Facebook** is great place to tell friends about friends, even your four legged friends! I appreciate your support by making a posting on your own Facebook page about the book, your thoughts about my book or about me-Toby the dog, would be greatly appreciated! Please join our Facebook fan page! <http://www.facebook.com/toby@tobytales.com> and share it with your FB friends!
- 6. Tweet Tweet-** (twitter not birds) If you have a Twitter account, you can tweet about the book on my mom's (she wrote my book) Twitter at hammondgroupbiz.
- 7. Meet ,Greet & Treat** If you are interested in meeting me, you can arrange a get together of friends, co-workers, clients or customers and have me and mom stop by while we are one our book tour to meet and greet with everyone. We can stay, talk a few minutes about the book and have a book signing (and a doggie treat) If interested, please contact us at chris.alcock@hammondgroup.biz. Chris is in charge and also keeps the leash!
- 8. PAWsitive Inspirations are just a click away.** Every week I put out PAWsitive Inspiration message that I send by email, you can sign up on my website at www.tobytales.com. It's a great way to start your week. Sign up and bring five friends, and I'll send you my special eBook called Working on Purpose. Guess who it features? Me!
- 9. Teleseminar** You can arrange a teleseminar with my mom, Charmaine.
- 10. Media** I love media! Cameras, reporters...I love it. I am a ham! Interviews! Interviews! Interviews!! TV, radio, newspaper, magazine, newsletters, blogs, online or offline media!! If you have any contacts to any online, offline, print or broadcast media Charmaine could be interviewed about the book, please contact my human PR assistant randeegfeld@live.com.
- 11. I'm a dog with a Blog** Do you have a blog? Do you know someone who does? If so, consider an interview with my mom, don't worry, I'll be there listening (and maybe even barking in the background). You may also want to blog about your favorite topics from the book. If your blog is a business one and you would like to do some kind of promotion or give-away with the book, please contact us about your ideas.
- 12. Pictures say a thousand barks** Pictures are worth a thousand words - take a picture of yourself holding my book in an interesting place and post it on www.tobytales.com or www.ontobysterns.com, my Facebook Page (toby@tobytales.com) your own blog or tweet one. Check out my Facebook page which has a four PAWS up contest for people sending pics of themselves reading the book all over the world.
- 13. Book Signing** If you would like to help organize a book signing, please contact us at randeegfeld@live.com so we can schedule one in a city near you! We'll even help you promote it and draw a super big crowd!
- 14. Write a review** Go to www.amazon.com or www.barnesandnoble.com and write a review!
- 15. A Picture is Worth a Thousand Barks (Words)** If you write an endorsement for the book, or something you particularly enjoyed about the book, we will put it on my website(s) and include your photo and link to your business. You scratch my back...I'll scratch yours!

Rut Row...

One more thing...

- Buy a copy of my book and donate it to your children's school- better yet, buy the book to donate, and invite me to come with my mom and do a reading or presentation for the school.
- Feature my book at your reading club.
Buy the book for your staff, and invite Charmaine and Toby to provide a presentation to your business.
- Collaborate with us to host a fundraiser for your non-profit organization, or if you are a business, host a fundraiser for your businesses favorite charity.