

***My Secret Life as Peanut***  
**Frequently Asked Questions provided by the Co-authors**

**Who are Todd Friedman and Megan Andrews?**

We are a married couple living in Plano, Texas.

Todd was born and raised in Miami, Florida. Todd graduated high school from Mercersburg Academy, a co-ed boarding school, in Mercersburg, Pennsylvania, and went on to graduate from the United States Military Academy at West Point, New York. Todd served 16 years in the army, including active duty and reserves, before leaving as a major. He has spent 18 years of civilian work mostly in sales and marketing for Fortune 10 to start-up organizations.

Megan was born and raised in Scottsdale, Arizona. Megan graduated from Chaparral High School in Scottsdale, Arizona, and went on to graduate from Pepperdine University in Malibu, California. In the past 10 years, Megan has worked in the healthcare technology sector where she has specialized in web development, project management and training program development.

**What prompted you to write a book about your neighbor's cat?**

Shortly after relocating to Plano, Texas, from south Florida, our neighbor's curious calico cat, Sassy, began visiting our home. We love animals and welcomed this lovable little visitor. The book idea process started during one of Todd's business trips when several of his co-workers expressed disbelief and surprise over the daily visits and their relationship with the neighbor's pet cat. In fact, one of Todd's co-workers sent an engraved necklace to us for Sassy, aka Peanut. The necklace is featured in the book.

**What do you hope to accomplish by writing this book?**

We wanted to share this funny story and write a book that would appeal to a large audience. Since Sassy was adopted, we also wanted to support animal welfare organizations. The book offers an entertaining and engaging story, educational and interesting facts about cats, and lots of great photos. We hope the book is enjoyed by many and we are donating a portion of all sales proceeds to help animals in need through our animal charity partners.

**The book contains photos instead of traditional children's book cartoon illustrations.**

**Why?**

This was a very difficult decision because so many children's books use cartoon illustrations. Since *My Secret Life as Peanut* is based on a true story, we thought it would be more believable and realistic if we used actual photos. All photos were taken by Todd as they happened. None of the photos were staged or modified in any way. Todd is not a professional photographer, just a guy with a digital camera capturing some truly great pictures of an adorable feline. We have opted to use a cartoon illustration of Peanut as her icon image and part of the book's branding. The cartoon illustration and URL (CuriousCalico.com) will be the logo and brand for the "Curious Calico Collection."

**Are the authors professional writers?**

Not exactly, though we both do quite a bit of professional writing in our careers. Megan comes closest, having spent a few years in corporate communications. She was instrumental in much of the writing style and content. Todd was the creator and was responsible for the early versions and initial manuscripts. The finished product truly has been a team effort.

**Who designed the cover?**

We worked with a graphic designer named Lisette from Houston that we discovered on craigslist.com. She created our book cover as well as much of our marketing collateral materials. She has done a great job for us and we plan to use her for future projects. She can be found at [www.L2design.net](http://www.L2design.net). Let her know that you found her by way of *My Secret Life as Peanut*.

**Who is responsible for marketing the book?**

Todd, with almost 20 years of sales and marketing experience, will lead all aspects of sales, marketing and book promotion. Todd and Megan have also hired Roy G. Miller of RGM Communications who will be managing the formal public relations efforts.

**Do the authors plan to conduct a book tour?**

We plan to do local book signings, with our first one scheduled for Saturday, June 14, 2008 at IKEA in Frisco, Texas, in partnership with Operation Kindness. We welcome the opportunity to meet, greet and sign books for those that appreciate our work.

**Do the authors have full-time jobs?**

Todd used to have a full time job. He was employed by Citibank until April 2008 when his position was eliminated. Since Todd has an extensive entrepreneurial background, he will manage the book project, to include sales, marketing, and operations. Since it is difficult, if not impossible, to make a living as an author (unless you are a politician or a famous celebrity), Todd continues to pursue other professional endeavors.

Megan is a full-time employee with EDS (Electronics Data Systems), a global company that provides business and technology solutions to help its clients worldwide improve their business performance. She enjoys the company and being involved in solution delivery to EDS clients.

**Do the authors have any pets of their own?**

Not at this time. Though we do sometimes refer to Peanut as our "part-time pet." While both of us love animals, our careers have required frequent travel. Between travel and unfortunately Todd's allergies, it just has not been meant to be at this time. So, spending time with Peanut, writing the book, and our partnership with Operation Kindness enables us to support and interact with many animals.

**What prompted you to partner with Operation Kindness?**

Since we knew Peanut and her "brothers and sisters" were adopted, we wanted to find a special and appropriate way to give back and support an organization that helps animals find loving homes. Operation Kindness, Texas' oldest and largest no-kill animal shelter with headquarters in the Dallas area, was a perfect fit. Their staff and organization demonstrates a genuine care and concern for animals that truly impressed us. We are extremely excited about the opportunity to partner with them and help them accomplish their mission. We plan to partner with other animal support organizations as well.

**Do the authors have any children?**

We do not have any children of our own so, through *My Secret Life as Peanut*, we hope to have the opportunity to positively impact many children in the US and hopefully around the globe. The book offers positive messages and rich content guaranteed to enrich children's lives.

**What makes this book so special?**

The story itself is somewhat unique, though not impossible to believe. Unlike many children's books, *My Secret Life as Peanut* has large full color photos, all taken candidly of Peanut, which appeal to all audiences. Even cat lovers are reporting that they have learned something new about cats through the educational cat facts sprinkled throughout the book. While the book was written for the young reader (ages five to nine), we are finding it is as much fun for adults to read as it is for children.

**Will there be another Peanut book?**

Yes. Plans are in the works for a follow-up book that offers children an opportunity to hear stories from and about Peanut's Pals. The next book will be a compilation of stories shared by Peanut about some of her friends.

**What is the Peanut's Pals community?**

Peanut's Pals is a Yahoo group that offers children and families an opportunity to share pictures of their pets with others. This is the social networking portal for Peanut to communicate with her fans. Peanut especially loves to see photos of other pets that were adopted or rescued by nice people.

**What is the "Giving Back" Program all about?**

The authors are very blessed and thankful for what they have and wish to use this project and these books as a way to contribute to organizations dedicated to helping others, especially animals.

**Why was My Secret Life as Peanut launched on June 4, 2008?**

This is Megan Andrews's birthday. Why not?