

To My Beloved Friends,

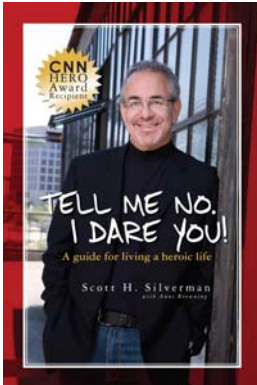
Please help me, Scott H. Silverman, donate \$1 million and be in the top ten best seller position on Amazon.com with my new motivational book Tell Me No, I Dare You!

**\$1 OF EVERY BOOK
SALE WILL BE
DONATED TO
SECOND CHANCE**



In 3 easy steps, you will be helping me out and you'll be supporting the charity I founded, Second Chance. Second Chance is a non-profit human services agency that has greatly impacted the San Diego community for 15+ years by helping individuals find jobs and affordable housing.

Here is all you have to do:



1. Buy my book "Tell Me No I Dare You!" on Amazon on December 3rd between the hours of 7:00 a.m. and 3:00 p.m. It is very important that you buy the book on Amazon on the 3rd. Please wait for that day! If you want to really help and buy more than one book, please do so as separate transactions. We are looking for the number of transactions more than number of books.

Here is the link: <http://www.amazon.com/Tell-Me-No-Dare-You/dp/1439202737/>

2. Go to my website www.scotthsilverman.com and register for your free "Keys to Success" report. We will send it out right away.

3. Please forward this on to at least 5 or 10 people who need this book.

'tis the season to be generous...

Not only will you be helping me but \$1.00 from each book sale will go to the Second Chance Program www.secondchanceprogram.org

Thank you. I am very excited and believe that, with your help, we can reach 1,000,000 people! I will keep you posted and please see below for more detailed information.

Scott H Silverman
www.scotthsilverman.com

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Local Hero Calls for One Million Voices to Shout, “Tell Me No, I Dare You!”

‘Buy and Give Back’ campaign seeks to motivate and help unemployed and homeless San Diegans

Who: Scott Silverman is the Founder and Executive Director of San Diego-based Second Chance, a non-profit human services agency that creates opportunities for self-efficiency by providing job readiness training, employment placement, and affordable housing and life skills for homeless and unemployed men, women and youth. Silverman is a “CNN Hero Award” recipient and the City of San Diego honored him by selecting February 19th as “Scott Silverman Day” for his contributions in the community.

What: By visiting Amazon.com on Dec 3 and purchasing Silverman’s book (\$15, Amazon.com), *Tell Me No, I Dare You: A Guide to Living a Heroic Life*, readers will have the chance to directly improve the lives of numerous out-of-work and homeless persons living in San Diego. A dollar of every book sold will go to Second Chance. Moreover, the reader will be given the knowhow and tools they need to become a hero in their own lives. By presenting how he learned to help himself and countless others, by taking personal challenges and turning them into strengths, Silverman essentially gives the reader a blueprint on how to unearth their inner hero. With the economy in a tailspin and record high unemployment rates, Silverman’s motivational message offers the reader a deeper look into the mechanisms of helping ourselves and highlights the reality of what happens if we allow the no’s of others keep us down.

Where: Readers can purchase the book for \$15 at Amazon.com:
<http://www.amazon.com/Tell-Me-No-Dare-You/dp/1439202737/>

Why: A dollar of every book sold will go to Second Chance, directly impacting the San Diego community by helping individuals to find jobs and affordable housing. Silverman hopes that the campaign will draw awareness to the pressing economic hardships felt by the homeless and economically disadvantaged.

When: Log onto Amazon.com on December 3 between the hours of 7:00 a.m. and 3:00 p.m.

Advance Praise for “Tell Me No, I Dare You!”

“...shows us the power that each of us has to transform the “no “of the moment into the “yes” for a lifetime.”
—San Diego Mayor Jerry Sanders

“This account of how one determined man has helped countless people transform from victims into productive members of society will touch your heart and melt away your cynicism.”
— Ken Blanchard, coauthor of *The One Minute Manager®* and *The One Minute Entrepreneur™*

“Read this book! We can all turn around our lives - and the lives of others - if we follow this example.”
—Marshall Goldsmith, New York Times best-selling author of *What Got You Here Won’t Get You There*, the Harold Longman Award winner as Best Business Book of 2007.

About Scott H. Silverman

Scott H. Silverman is the Executive Director and Founder of Second Chance, a human services agency based in San Diego. Over the past 15 years, Second Chance has assisted more than 24,000 economically disadvantaged and homeless persons to gain employment and leave poverty, gang affiliations and crime. Silverman is both locally and nationally recognized as a leader in the field of workforce development and social entrepreneurship. Silverman is the recipient of numerous awards and honors, including recently being named “CNN Hero of the Week” and the City of San Diego honored him by selecting February 19th as “Scott Silverman Day” for his contributions in the community. He is the author of the book, “Tell Me No, I Dare You!” and is an in demand leadership speaker.

For more information, please visit www.scotthsilverman.com