



Your Story, Our Expertise





Using the latest industry trends, Expound's mission is to build a platform for an author to succeed and maintain their success as a writer. Created by a team of multi-award winning, bestselling authors, and seasoned marketers, Expound Publicity is a full-service book marketing agency specializing in custom integrated campaigns.

We work with more than 550 traditionally published, self-published, and hybrid published authors to build their foundation and credibility.

No matter how you've been published, we have the expertise, knowledge, and drive to provide you with the best marketing support to increase your exposure.

As Seen In



Ap Associated Press

People

CNN



KRON 4 **yahoo!**
news

The New York Times

FOX 32
C H I C A G O

the **DREW**
barrymore show

L.A. Parent
THE

KTLA 5
LA'S VERY OWN

houston **family**

OSCARS



KCAL NEWS **CBS NEWS**
LOS ANGELES

 **msn**



arizona
midday



With a combined 20 years
experience in an ever-
changing industry, we know
the ins and outs of book
marketing and publicity.

3-TIERED MODEL



→ BUILD CREDIBILITY



→ GENERATE EXPOSURE



→ SUSTAIN MOMENTUM



Build Credibility

- Author Platform Setup
- Press Kits
- Award Submissions
- Editorial Reviews
- Affiliate Reviews
- Content Marketing
- EBook Campaigns
- Author Visit Kits
- Event Kits
- Website Creation
- Social Media Creation
- Professional Editing
- NetGalley Reviews



Generate Exposure

- Virtual Book Tours
- Social Influencer Tours
- Podcast Tours
- Book Trailers
- News Outreach
- Wire Distribution
- Print Advertising
- Digital Advertising
- Satellite Media Tours
- Audio/Video Books
- Social Media Graphics
- Custom Influencer Collabs



Sustain Momentum

- Strategic Partnerships
- Charity Outreach
- Library Outreach
- Bookstore Outreach
- Website Management
- Social Media Management
- School Resource Kit
- Lesson Plans
- Newsletter Content Planning
- Book Boxes
- Little Library Collabs
- Activity Books
- Graphic Design
- Consumer Reviews



OUR TEAM



CEO
Founder



Publicist



Social
Media
Manager

Alysson Bourque

Alysson Bourque is the CEO and founder of Expound Publicity and a bestselling, award-winning children's book author who began her career as a teacher after graduating from University of Louisiana Lafayette with a degree in Elementary Education. She earned a Juris Doctor law degree from the Southern University Law Center in 2007. Alysson is the author of nine books in The Alycat Series.

Kim Ann

Kim Ann is a bestselling, award-winning children's author with over 125,000 books sold worldwide. Her popular titles include Ruby the Rainbow Witch®, Goldy the Puppy®, and the Go On Vacation series, often blending social-emotional learning, STEM, and early literacy. A mom to a special needs son, her work reflects empathy and resilience. She's led school visits, spoken at expos, and filmed five episodes for a preschool show in development. Kim also supports fellow authors as a Publicity Coordinator, offering guidance on marketing, distribution, and promotion. Her passion lies in inspiring a lifelong love of reading in children.

Marcy Broussard

Marcy Broussard is an experienced social media manager with great attention to detail. She is also a graduate of the University of Louisiana Lafayette. Marcy has a passion for helping others, which drew her to social media management in the first place. She loves keeping up with the latest trends regarding all things social media.



OUR TEAM



Publicist

McKenna Adams

McKenna Adams supports the agency's publicity efforts, ensuring impactful books reach the readers and media they deserve. With a background in journalism and digital communications, she brings a genuine love for storytelling to every campaign. She's passionate about amplifying unique voices and turning meaningful stories into conversations that resonate.



Copy &
Content
Writer

Lauren Piland

Lauren Piland is an award-winning children's book author, kidlit podcast host & LSU Advertising alum with years of agency experience, providing creative copywriting, brand messaging & content planning services specifically for fellow authors. "Blooming Rose Blasts Off!" is her first title that's reached thousands of readers & students through author visits & events. The Blooming Rose series' second title is currently in production.



Educational
Specialist

Charissa Bates

Charissa Bates is a school social worker and children's mental health therapist whose career has centered on supporting young readers and learners in schools. She is the author of the award-winning children's books *The Traveling Book* and *We Find Joy: Cancer Messed with the Wrong Family*.

Represented by Kristen Terette of Martin Literacy and Management, Charissa is known for dreaming up lessons from every story she reads, turning books into creative learning experiences for children. Her stories are inspired by the things that bring her joy: her kids, Little Free Libraries, gardening, neuroscience, and family.



We Build Credibility



Press Kit

Introduce yourself and your work to the media through a professionally written and designed kit. This is a one-stop shop for all the information someone might need to write a story or purchase a book.

Award Submissions

Awards instantly boost the credibility of an author, and consumers gravitate towards award-winning books. We have a 100% success rate in helping our authors obtain designations as winners, finalists and nominees.

Review Submissions

Bookstores and libraries often times require (3) professional reviews in order to purchase a book. Having these reviews sets you apart from the majority of authors.

Website Creation and Management

Let us build you a 5-page website to establish brand consistency, showcase your work and retain the most of your royalties.

Social Media Creation and Management

Social media is important for authors as it helps build a brand, market their books, and connect with a targeted fanbase.

Content Marketing

Be the expert on your book topic or theme! Content marketing is a marketing strategy used to attract, engage, and retain an audience by creating and sharing relevant articles.

Review Service

Tour would showcase Client's book for 5 weeks for the purpose of garnering online reviews. Results in 20-100 reviews.



We Generate Exposure



Virtual Book Tour

Your book goes on tour with scheduled stops on well-established blogs to thousands of readers who will see it. After your tour ends, the blog posts remain in the virtual world and can be accessed continuously. Great for SEO!

Podcast Tour

Let targeted audiences get to you know you! Discuss your backstory, passion about the subject matter and resonate with listeners worldwide.

Guaranteed News Segment

Lights, camera, action! Your book will be seen on a TV in a top market in a news segment specific to your book.

Bestseller Promotion

Earn that coveted Amazon bestseller badge as your book is promoted to readers through bookish networks.

Amazon A+ Content

Enhance and expand your Amazon listing with unique images and accolades. Amazon estimates that listings with A+ Content lead to a 13% increase in sales.

KidLit TV StoryMakers Segment

Here's your chance to be on YouTube Kids! This fun, interview segment featuring you is shown to schools and libraries nationwide.

Bookstagram Feature Tour

Connect with bookstagrammers that will share your book to their fanbase, creating a conversation around your book and its themes.

Read Alouds

Bring your book to life with a top YouTube creator. Great content for your website and socials.

Library Outreach

Libraries make books accessible to a wider audience, including people on a budget. Library patrons are often more likely to read books for free, and may then go on to buy the book or follow the author online.

Bookstore Outreach

See your book on the shelves at bookstores and other retail outlets with an opportunity for a storytime and book signing.

News Outreach

Give your book the exposure it deserves as we use our relationships and database of more than 500,000 outlets to secure coverage.

National Newswire Distribution

Connect with more than 400,000 newsrooms, websites, direct feeds, journalists, and influencers and is available in more than 170 countries.

Times Square Billboard

See yourself in the bright lights of New York City with a custom billboard showcasing you and your book.

NetGalley Reviews

Showcase your book on a platform of 700,000+ librarians, educators, booksellers, bloggers, media, and reviewers that can download a copy for review, recommendation, or coverage.

Little Library Book Social Tours

Bring your story to life through real readers and a book tour with Little Libraries across the country.

Social Influencer Book Boxes

Get your book into the hands of real readers and influencers who can't wait to share it with a box of themed items.

Custom Book Pie

Pie Lady Books will recreate your book cover as a pie. Image will be posted to her social media, reaching 100k+ readers.

Lifestyle and Entertainment Online Guide Feature

Get your book featured in a popular lifestyle and entertainment magazine. You'll reach new readers through a themed feature alongside trending topics in books, travel, and culture.

Activity Book

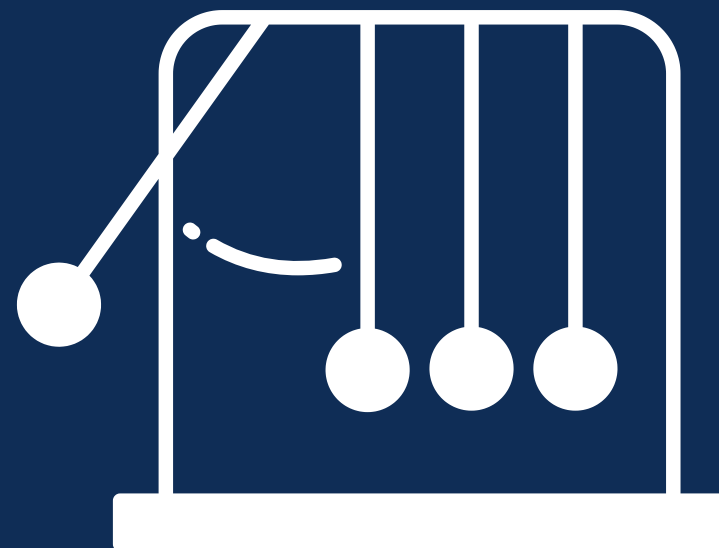
Engage your current audience and reach new readers with a 30+ page activity book upload to KDP.

Classroom Lesson Plans with Activities

Turn your book into a classroom resource. Expert-designed lessons help educators teach with your story, giving your book more visibility and impact.



We Help Sustain Momentum



Event Kit

Impress bookstores and event organizers with an eye-catching setup to attract shoppers.

Author Visit Kit

Arrive prepared from start to finish with everything from an author visit request and parent letter to order forms and activity sheets.

Audiobook Creation

As audiobook listenership is on the rise, stay on the top of the trend with a professionally narrated audiobook by top voiceover talent.

Partnership Outreach

Partnerships help provide a charitable component that will provide the best opportunities for exposure

Plush Toy Development

Bring your book to life with a character plush toy to compliment your book!

Amazon Advertising

Facilitate product and keyword ads to get your book ranked at the top of the search listings and increase sales and exposure.

Animated Book Trailer

Let your readers see your book come to life! Great for promotions, websites, and socials!

Physical Book Giveaway Collab

Join a multi-account book giveaway to get your book into the hands of educators, parents, and influencers while growing your email list and Instagram following.

Newsletter Content Planning

Keep readers engaged long term with newsletter content. We'll plan 6 email newsletters delivered straight to inboxes.



What Our Clients Are Saying



“Testimonial

“As a new Author I could not have found a better agency to promote my book to the forefront. Alysson is professional, and knowledgeable as she herself is a successful author. She knows first-hand how and where you need to be in this industry. She has helped me propel my story with amazing credible reviews, top-notch podcasts and TV interviews that I previously could have only imagined were possible. She creates a plan unique to you and always delivers. I continue to work with her and Expound Publicity as I travel through my writing journey knowing that my future books are in professional and competent hands.

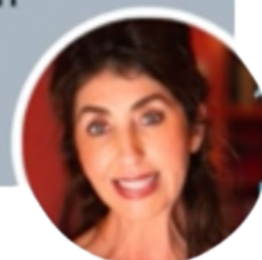
Kathryn Selvidge
Author



“Testimonial

“Working with Alysson Bourque, Creator and Founder of Expound Publicity has been nothing short of extraordinary. From the very beginning, they understood not only the essence of my brand but the heart behind my work. With remarkable sensitivity, strategy, and vision, they helped me shape and elevate my creative pursuits into a cohesive, powerful presence. Their team has a rare ability to translate dreams into meaningful narrative, and ideas into tangible results. Whether it was launching my podcast, amplifying my wine and wellness projects, or supporting the development of my storytelling and literary work, their guidance has been invaluable.

Maria Castellucci Moore
Author, Entrepreneur, Wine Proprietor



“Testimonial

“I give the highest recommendation possible to this team. Five stars is not enough. I would give them all the stars in the night sky.”

Fred Burns
Author





Actress
Jamie Lee Curtis



Sarah Ferguson



Oprah Winfrey

PITTSBURGH
NOW Fair 65
WIND: S 9
TODAY Sunny 72
TONIGHT Clear 57
TOMORROW Sunny 72

LIVE! IN THE BAY

READ IN THE BAY

CHILDREN'S BOOK SERIES HELPING BREAK STIGMA OF HEARING LOSS

KRON 4

SAN RAFAEL: MAN ARRESTED IN CONNECTION WITH VANDALISM

morning live

'FAIRY DAY GAMES'

MARIA CASTELLUCCI MOORE

NEW THIS MORNING

LOCAL ENTREPRENEUR TO RELEASE CHILDREN'S BOOK

NBC BAY AREA

FOX 32 CHICAGO

VANESSA MESSENGER
AUTHOR OF TEDDY TALKS: A PAWS-ITIVE STORY ABOUT TYPE 1 DIABETES

FOX 32 SOUTH SUBURBS : 10AM: P CLOUDY 40 3PM: P CLOUDY 5

WEATHER

NEEDLES, the Forgotten Christmas

NEEDLES, the Forgotten Christmas

NEW HOLIDAY BOOK
NEEDLESTHECHRISTMASTREE.COM

NEWS AT 3

TRAFFIC on Exit 153 Park Moabi Rd and Exit 148 Five Mile Rd CA-2 Angeles Crest Hwy 69° 3:46p

KTLA 75 YEARS

SAM SAYS
YOU ARE BORN TO SHINE

LOS ANGELES

SAMSAYSBOOKS.COM

Maya's Tiny Warriors

Manasi Vadnani

The Holiday Countdown is On
Maya's Tiny Warriors | manasikv.com

arizona midday

LOVE BIG

"LIVE BIG TRILOGY" BY KAT KRONENBERG

greatday HOUSTON

THE BEST SNOW DAY EVER
Benjamin Young, M.D. & Kiyanda Young, M.D.
Illustrated by Imre Pap

LIVE! IN THE BAY

FIND THE PERFECT GIFT FOR EVERYONE ON YOUR LIST

KRON 4



L.A. Parent

Events, Deals & Kids' Activities

A Sweet Book on Love & Parenthood

Published January 22, 2024
By Elena Epstein

L.A. mom and social worker Emily Feit knows the struggles and heartbreaks of infertility first hand. Her new heartwarming book, "Before We Held You in Our Arms," is inspired by that difficult journey. A portion of the proceeds from the book will benefit [Feit & Kids](#), a loan fund that has given out more than \$4.5 million dollars for fertility treatment.



HOME > FAIRFAX > FAIRFAX NEWS

Great Falls author pens new book for children

'Dear Dragon and the Birthday Wish' is published by Mascot Books

GazetteLeader
Jun 9, 2024 10:29 AM



CAPE MAY COUNTY HERALD

Bubble-icious: A Tale of a Boy, Gum, and the Consequences of Not Listening

By Karen Knight

How much trouble can one bubble do? A lot, apparently. Shari Schwert's first book tells the story of a young boy who ignores his parents' warning, and blows a giant bubble. What are the consequences? The book was released April 2.



Mascot Books



The Almanac

San Mateo author Scott Sollers is publishing bedtime stories dedicated to his daughter

He wrote children's books for his daughter more than three decades ago. Now he's sharing them with a new generation.



NORTHPORT JOURNAL

Northport mom shines light on different abilities with uplifting new children's book

People
by Joanne Kountourakis | Wed, Nov 30 2022



DAILY VOICE

Find Your Daily Voice
TOWSON
Your Local News for Towson, Maryland

Local Award Winning Author Releases New Children's Book, 'Can You Catch a Birthday Birkle?'

A local award winning DMV author has announced the release of her brand new children's book, just in time for the holiday season.



Julia Inerno
Photo Credit: Julia Inerno

Clarkston News

Local bringing awareness to Tourette Syndrome

By Matt Mackinder on April 21, 2022 - No Comment



BY MATT MACKINDER

The Enterprise

FALMOUTH • MASHPEE • BOURNE • SANDWICH
SERVING CAPE COD COMMUNITIES SINCE 1895

New Picture Book Touts 'Cape Cod Fun' In All Seasons

By JOANNE BRIANA-GARTNER Dec 16, 2022 0



Author Eileen Sullivan stands beside Falmouth's Carousel of Light, which is featured in her new picture book, "Cape Cod Fun."



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