



# 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**  
CHICAGO

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



# OUR TEAM



CEO  
Founder

*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.



Social  
Media  
Manager

*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.



Publicist

*McKenna Adams*

McKenna 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.



# 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.

## **Amazon Review Service**

Tour would showcase Client's book for 6 - 10 weeks for the purpose of garnering Amazon 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**

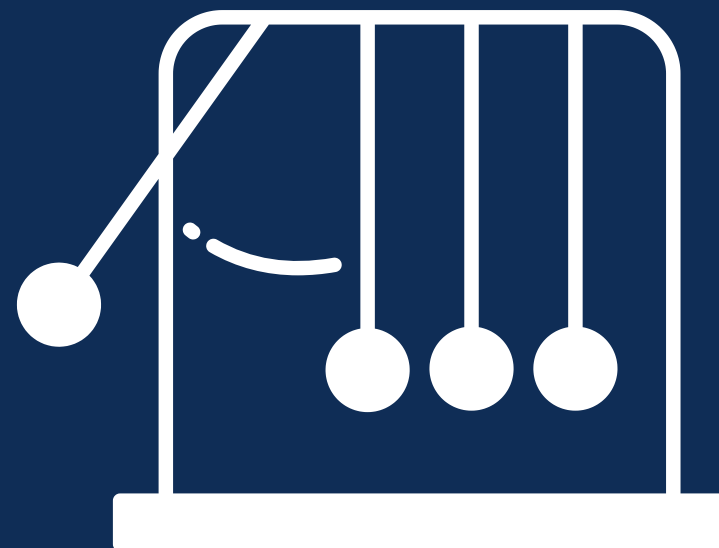
Engage your current audience and reach new readers with a 30+ page activity book upload to KDP.

## **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.

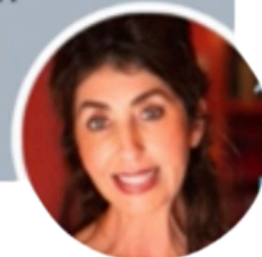
Kathryn Selvidge  
Author



## “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

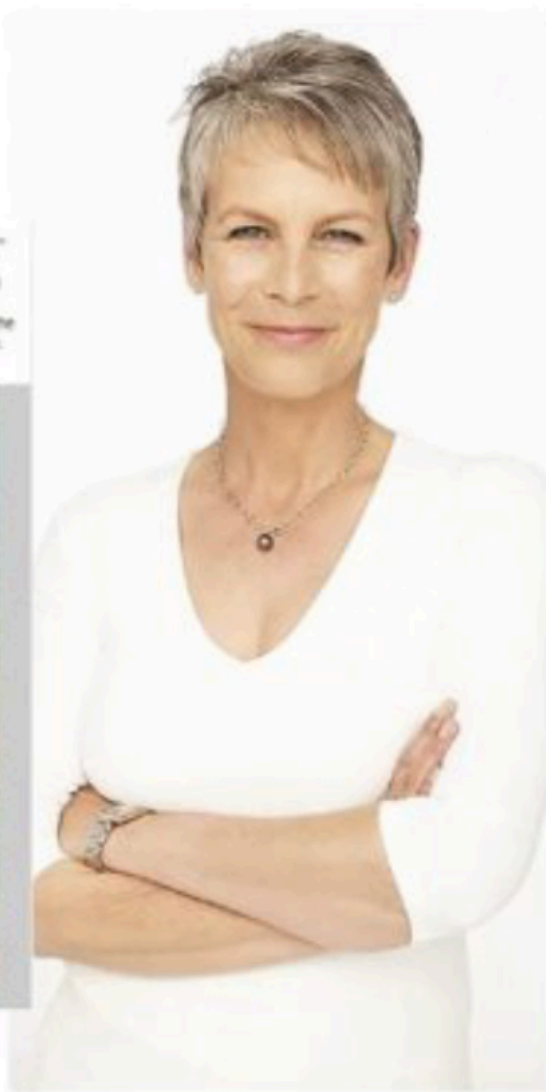
“I give the highest recommendation possible to this team. Five stars is not enough. I would give them all the stars in the night sky.”

Fred Burns  
Author





Actress  
Jamie Lee Curtis



Sarah Ferguson



Oprah Winfrey

**PITTSBURGH**  
NOW Fair 65  
WIND: 5-9  
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**  
9:21 39°

**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**

**NEW HOLIDAY BOOK**  
[NEEDLESTHECHRISTMASTREE.COM](http://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

**KTTLA 75 YEARS**

**SAM SAYS**  
YOU ARE BORN TO SHINE

**LOS ANGELES**

**SAMSAYSBOOKS.COM**

**Maya's Tiny Warriors**

**The Holiday Countdown is On**  
Maya's Tiny Warriors | [manasikv.com](http://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.

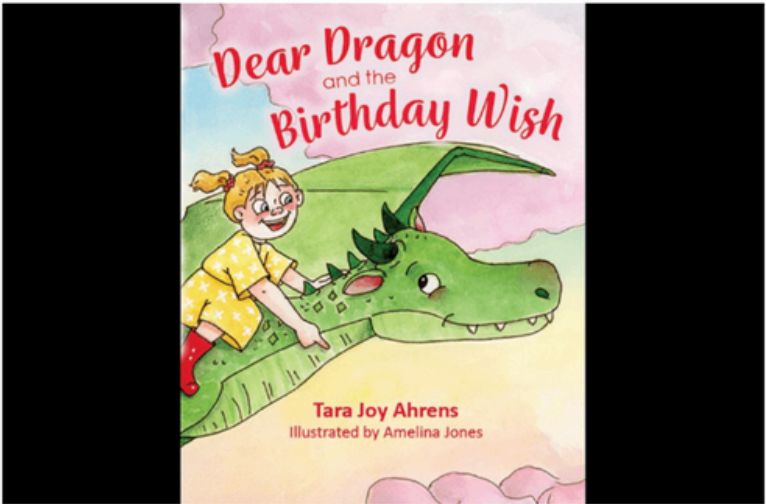


HOME > FAIRFAX > FAIRFAX NEWS

## 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

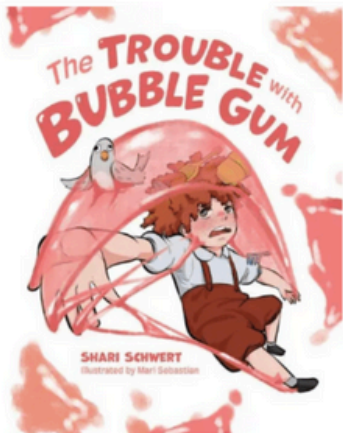


# CAPE MAY COUNTY HERALD

## 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



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



# CONTACT US

[info@expoundpublicity.com](mailto:info@expoundpublicity.com)  
[expoundpublicity.com](http://expoundpublicity.com)

---

