

**Alicia Simons is the founder and principal of A. Simons Consulting, a boutique marketing firm helping authors and thought leaders achieve their brand, book, and business development goals.**

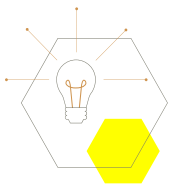
## Services

Rising above the crowd is hard. From crystalizing your message in a meaningful way to understanding the publishing landscape and knowing how to maximize the impact and influence of your content in the market. A. Simons Consulting helps you:



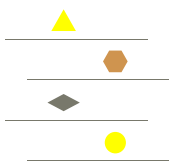
### Navigate the Publishing Process

Alicia works both early in the publishing process with authors to **help make decisions about the right publishing path** for them as well as collaboratively with authors and their publishers **during the publishing process on all audience-facing marketing needs** for the book. On a limited basis, Alicia is available to help clients **develop book proposals and make introductions** to potential publishers or agents.



### Define Your Market Value Proposition

**Good positioning needs to be concise, compelling, differentiated, and understandable.** Alicia works with each of her clients to develop their **strongest value proposition** considering area of work and competitive space. This becomes the strategic and language foundation for all ongoing promotion of the author's content including website copy, keynote descriptions, bio, network outreach and more.



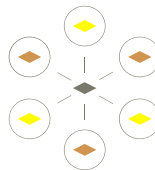
### Assess and Elevate Your Platform

In this area of work, Alicia will review her client's existing **platform** and offer specific recommendations about what and how to improve in alignment with each client's specific goals. This includes a review of **websites, speaking platform, social media presence**, and any other **online channels or audience-facing materials** the client presently deploys. She will additionally recommend any additional assets, tools, or tactics that will add value to the client's existing platform and marketing efforts.



### Develop Your Book Launch Marketing Plan

Alicia partners with each client to create a **customized marketing plan** around their book launch. She offers **pragmatic advice** and clearly explains what needs to be done when, why, and how, and lays out the post-launch "steady state."



### Mobilize Your Network

Mobilizing your network is arguably the most important step to achieving your goals. For each author, Alicia creates a **custom outreach plan** that harnesses the power of her client's network and coaches her clients on how to skillfully leverages every bit of value it holds.

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### Alicia Simons, MBA, is a leading personal brand, platform development, and author-driven marketing specialist.

Alicia has worked with numerous best-selling and award-winning authors and brings an uncommonly pragmatic approach to this work. She quickly becomes a strategist, partner, and trusted voice. Alicia has spent most of the past decade helping authors achieve their book, business, and brand development goals. This work builds on her substantial consumer marketing foundation at Campbell Soup Company where she specialized in customer insights, product development, and market messaging as a Brand Manager with full P&L responsibility in both the U.S. and European headquarters.



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**Contact [alicia@asimonsconsulting.com](mailto:alicia@asimonsconsulting.com) for a 30-minute consult on your book, brand, and business development goals.**

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"Some of the smartest in the business told me to call Alicia for marketing support for my third book and I am so glad I did. She was insightful, strategic and tireless in helping me align my goals, message, and strategy."

**CAROL SANFORD, EXECUTIVE PRODUCER AT THE REGENERATIVE BUSINESS SUMMIT, AWARD-WINNING AUTHOR, SPEAKER**