



B I S S O N  B A R C E L O N A L L C  
*A Unique Image is critical*

## BISSON BARCELONA PROFILE

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### WHO WE ARE

A high visibility publicity and image management firm that specializes in the literary and business industry.

### WHAT WE DO

Make clients highly visible through unique image development and public promotion of their product or service.

### HOW WE DO IT

Develop and manage personal brands and images, develop and implement strategic marketing and publicity plans, conduct editorial calendar and media list research, write and submit articles for publication, query media for article placement, write and distribute news releases, calendar announcements, PSAs, provide pre-publication book consulting, develop and pitch story ideas to the media, custom identity kit and online media room development, promote speaking engagements, coordinate key-city promotional tours, promote author signings and presentations and maintain media relations.

### SAMPLE CLIENTS

Professor Edward E. Lawler III, Professor Christopher G. Worley, Dr. Jay Galbraith, Michael Rubin, Dr. John Boudreau, Rocco Castellano, ALS Therapy Alliance, Gottesman & Hollis, Hannes Artens, Dr. Kfir Luzzatto and Ali Barone

### TARGET CLIENTS

Authors, publishers, entrepreneurs and other business professionals

### DESIRED CONTACTS

President/CEO, Marketing Manager, Senior Publicist, Owner, Author

### PUBLISHED WORKS

Articles on marketing, business planning, writing press releases and other topics have appeared in several publications including *Country Business Magazine*, the *Portsmouth Herald Newspaper*, *ProSales Magazine*, *Women's Business Boston Journal*, *Ex Libris*, *NH Business Review*, *The Value Proposition Newsletter*, *Business Network International Newsletter* and *Arrington's Bed & Breakfast Journal*.

### CONTACT

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