



Alyssa Avant
Christian Writer, Speaker & Blogger



MEDIA KIT
Alyssa Avant

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To view our Advertising Rate Card, contact Alyssa Avant at adavant@bellsouth.net or call 662-614-0406 (Central Standard Time)

About Alyssa



[Alyssa Avant.com](http://AlyssaAvant.com)

Alyssa Avant is a Christian writer, speaker and blogger. She has five years of speaking and writing experience writing for numerous online magazines and blogs, and is a 2008 Graduate of She Speaks. Alyssa is the founder of Beauty by Design Ministries, its mission is "turning the hearts of girls towards God."

A former youth and children's minister Alyssa holds her Bachelors in Psychology from the University of Mississippi and is pursuing her Master's in Christian Leadership from Liberty Baptist Theological Seminary.

One of her passions is sharing her faith with others, especially through her own life stories of learning to overcome fear and anxiety through faith.

[Beauty by Design Online.com](http://BeautybyDesignOnline.com) is a ministry to girls of all ages and their moms, our mission is "turning the hearts of girls towards God". Alyssa seeks to do so through speaking engagements and interactive events for tween and teen girls and moms and daughters. She combines her experience in the modeling industry and as a former youth and children's director to reach out to girls pressured and confused by the messages of style, fashion, and beauty.

Alyssa is adding new topics in 2010 on dealing with anxiety and overwhelm about their futures.

Alyssa's Mission

Alyssa's mission is two fold, to share her faith with others anyway that she can and to turn the hearts of girls of all ages, young and old, towards God.

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Stats

- Sites average 2500-3000 unique visitors and 30,000-35,000 page views monthly.
- There are 500+ subscribers on Alyssa's weekly ezine list.
- Alyssa has 3000+ Twitter followers and 900+ friends on Facebook.
- **Top Searched Keywords and Phrases:** mom, mommy, daughter, Christian, laptop, marriage, ministry, God, beauty, young, girls, faith, etiquette, Christian mom blog, charm school for teens, Christian charm school, stay at home mom schedule,

Alyssa's Audience

- Women of all ages with the average age 30-49.
- Mothers with children of all ages, especially ages 10-15.
- A large number of stay at home and work at home moms.
- A large number of homeschoolers.
- Average income of \$70 – \$100,000 a year.

What Alyssa's Sites Do

People come to Alyssa's sites for a variety of reasons, including for mom-daughter relationship advice, inspirational articles, and real life encouragement as she shares about her faith through stories from her everyday life raising three kids and juggling work and ministry.

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Personal Mom Blog

Alyssa's personal mom blog, Alyssa Avant.com focuses on the topics of her life, including herself, her marriage and her kids, ministry, and her pursuit to be more frugal, and save money.

She also participates in memes such as Menu Plan Monday, Wordless Wednesday and Work at Home Mom Wednesday from time to time. Alyssa does product reviews as well, as long as they fit in with the topics that she normally blogs about and is something she would truly use.

Ministry Blog

Alyssa's ministry blog, Beauty by Design Online.com focuses on encouraging moms of tween and teen girls with articles and recommendations for books and Bible studies that will help them connect and communicate with their daughter in a special way. Moms are encouraged to share some of the articles with their daughter(s).

Example Posts:

<http://www.beautybydesignonline.com/2009/01/12/stand-on-your-convictions/>

<http://www.beautybydesignonline.com/2009/01/05/yes-mom-and-dad-you-will-be-honored-again/>

How Alyssa Can Help You

Alyssa's group of sites is the perfect place for promoting products that are of interest to moms, especially those who hope to grow in their faith, as well as moms who hope to connect and communicate with their daughter in a meaningful way.

Alyssa can help get your marketing message to moms through:

- Customized promotions

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- Banner and text advertisements
- Giveaways and contests
- Advertisements in Alyssa's weekly ezine.
- Campaigns across multiple sites.
- Video and podcast ad spots and product placement opportunities.
- Conference sponsorships
- Key note speaker
- Spokeswoman / Spokesmom

Why You Want to Reach Our Readers?

We are one of the leaders in the mom blogging & Christian blogging communities because our blogs are authentic and wholesome, sharing faith, ministry, struggles and life from an honest perspective. We frequently attract readers that are looking for encouragement from a Christian perspective and from a mom who knows from personal experience. We also share our journey of frugality and deal-seeking which attracts others seeking to do the same. We will do reviews for products and services for moms as well as those targeting a Christian audience. Blogging is one of the top ways moms connect today.

They use blogs not only to share their own thoughts and feelings but to connect with others and form relationships they might never have had before, but now have through the power of the Internet. They are able to share their honest opinion on everything from their favorite television show, their favorite products to their faith.

Companies and ministries alike are beginning to notice and are looking for their piece of the pie. Women trust the opinions of other women, therefore working with mom bloggers and women online is a great way to get added word of mouth advertising. You'll likely end up getting more than you bargain for, as women are not only looking for products that will help them and their daughters, but are also looking for ways to connect with other women.

Alyssa is willing to work with you to create an interactive, amazing campaign that will engage readers and communicate your company or ministry's message in a compelling way.

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How to Get Started

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