



Lynda Bouchard

Bio

Lynda Bouchard is a literary publicist, podcast host and accidental author.

She's the Founder of *Booking Authors Ink*, a boutique marketing firm dedicated to Southern authors. Lynda created a niche for herself in the publishing world by being the first literary publicist to focus on the Southern (U.S.) region. She has been working with, traveling with, and creating 'outside-the-book' marketing campaigns for high profile and emerging authors for over 20 years. Lynda is also the host of the *Literary Latte* podcast where she goes beyond the book and talks with Southern writers about their back-story.

Lynda is a popular speaker and podcast guest. Lynda believes that book marketing is all about collaborative story-telling. She shares her unique advice about publicity and marketing as a columnist for *Where Writers Win* and *Southern Writers Magazine*.

Lynda holds a Masters Degree in Public Relations from Boston University and did post graduate work in Literature at Oxford University in England. When she isn't busy creating insanely creative publicity campaigns, Lynda spends time volunteering for Literacy Councils in North and South Carolina and for her local chapter of Donate Life – helping create awareness for the importance of organ donation.

She is the author of the children's Halloween book *The Witches Three Count on Me!* (2021)

<http://www.BookingAuthorsInk.com>