

BOOKING AUTHORS *Ink*

A BOUTIQUE PUBLIC RELATIONS FIRM DEDICATED TO AUTHORS

Lynda Bouchard (pronounced-BOO-SHARD) is Founder of *Booking Authors Ink*, a boutique marketing firm dedicated to Southern authors.

At the core it's Lynda's sense of humor and nimble 'outside of the book' thinking that drives her best work. She believes that book marketing is all about collaborative story-telling.

Her client list includes award-winning authors Nicholas Sparks, Ken Burger, Dorothea Benton Frank, Bobby Dean and Cassandra King Conroy. She collaborates with New York publishing houses on Southern publicity campaigns and serves as an 'author concierge' for authors traveling throughout the South.

She shares advice about publicity and marketing for writers at *Where Writers Win* and has been a featured speaker for the SC Writers Workshop and panel moderator at the South Carolina Book Festival.

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 traveling with authors or thinking of creative ways to pitch Anderson Cooper, Lynda spends time volunteering for Literacy Councils in North and South Carolina. She volunteers at her local chapter of *Donate Life* – helping create awareness for the importance of organ donation.

Work in progress: Trying to figure out her new iPhone.

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