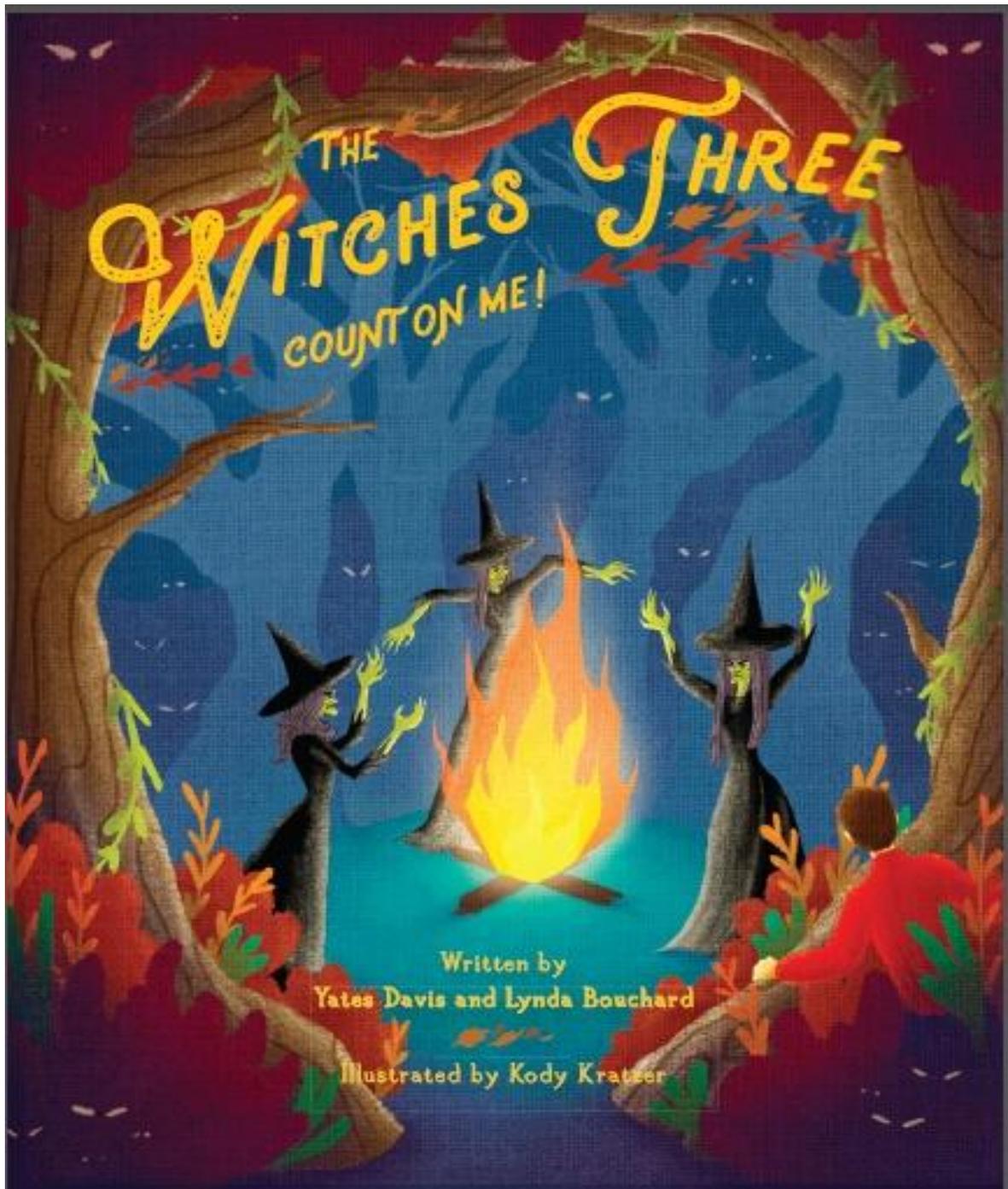


**Author Press Kit**

**Lynda Bouchard**



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## ***The Witches Three Count on Me!***



**Authors:** Yates Davis and Lynda Bouchard

**Illustrator:** Kody Kratzer

**Publish Date:** September 7, 2021

**Ages:** 5-9 - Early Readers

**ISBN:** 9781735181196 Hardcover | 9781735181189 eBook (40 pages)

**Facing your fears has never been so much fun!**

Nothing cures being sent to your room on Halloween night like an unexplored forest. Count on it!

This is no ordinary night. It's Halloween and a mischievous boy has run away from home. He takes a path through twisted forest trees and comes upon a frightful scene - three witches up to no good! They see him, too, and that's when the magic begins.

How will he outsmart the witches as they try to capture him?

Told in rhyme and through the prism of a child's imagination, you'll discover that daring and wit come in handy when three witches are out to get you.

***The Witches Three Count on Me!*** has all the lyricism of Dr. Seuss combined with the fantastical whimsy found in Roald Dahl's children's books. This is a whirlwind adventure filled with life lessons and teachable moments about being fearless, thinking differently when you face the unexpected, and discovering that grown-ups don't have all the answers.

The authors' love of language is evident as they introduce whimsical words to young readers.

The delightful riddle to be solved is a creative learning tool for children, and will have them returning to this clever story again and again - even when it's not Halloween.

***They chase me 'round the  
bubbling pot,  
'Round and 'round go we.  
I duck and weave and zig  
and zag,  
But they finally corner  
me.***

**Lynda@BookingAuthorsInk.com**

**PRAISE FOR**  
***The Witches Three Count on Me!***



“Imaginative, fun and oh-so-clever, *The Witches Three Count on Me!* casts a captivating spell on readers, young and old.” –**Mary Jane Clark**, *New York Times* best-selling author of the *Piper Donovan Mysteries*

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*The Witches Three Count on Me!* is a deliciously scary story in rhyme about a clever lad who has to outwit three witches to save himself on Halloween night. How does he do it? The answer is a riddle to be solved, dear reader!”  
- **Cassandra King Conroy**, author of *Tell Me a Story*

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“From the imagination of two adults who never lost their child-like enthusiasm and wide-eyed wonder. This is a cautionary tale about what can happen when a curious and slightly rebellious little boy tempts the nighttime forest. What saves the day? Quick thinking and resourcefulness, of course!” - **Jack FitzGerald**, PBS Executive Producer,  
*Songs at the Center*

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"With whimsical words and magical illustrations, this story will capture the imaginations of all ages."  
**Kathy Izard**, author of *A Good Night for Mr. Coleman*

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"A magical story that captures the fun and spirit of Halloween. I highly recommend it!"  
- **Mary Alice Monroe**, *New York Times* best-selling author of  
*The Islanders*



## **The Origin of *The Witches Three Count on Me!***



**Yates Davis** and **Lynda Bouchard** were creative partners throughout their marriage. They were voracious readers and believed in the power of stories. Yates was southern born and a natural story teller. One day his nephew, whose favorite holiday was Halloween, asked Yates to write him a story ‘about witches and poisonous stuff.’ It turns out children grow up much faster than books are written.

Life got busy, the manuscript was put away. But in 2007 Yates was diagnosed with cancer and there was an urgency to fulfill his promise. He found the manuscript and read the original story out loud to Lynda. “This is amazing,” she said with giddy glee. “You should publish it!” Knowing that the words he wrote would far outlive him - he wanted to make them sing.

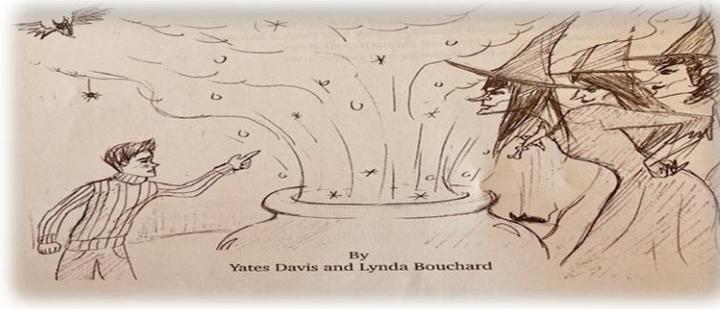
Surrounded by scraps of paper filled with ideas and crazy words he began reworking the story. Yates had an extraordinary gift with words and wordplay. He needed Lynda’s perspective so together they worked on the plot and pace. They believed in introducing big juicy words into the writing, never pandering to children. They found solace and laughter in the writing.

Yates finished the center piece of the story – the riddle - just prior to his passing.

It was not yet finished, however. Lynda wanted to honor Yates, and with an eye to publication, she edited and tightened the structure. She read the notes about the little boy that Yates had written in the margins, using them to complete the story; that the boy loved the color red; he needed to be brave and not afraid of the witches; that he should use his brain instead of brawn to escape them. Lynda kept this an entirely southern collaboration by bringing S.C. illustrator Kody Kratzer onboard to usher their words to pictorial life.

Yates started by writing his Halloween story for one particular boy but dreamed of sharing it with all children. Dream realized.

It begs the question – what have you left unfinished?



Initial sketch by Kody Kratzer

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## About the Authors



**Yates Michael Davis** (1949-2009) grew up in a small North Carolina town and was baptized in sweet tea. Although he didn't write this book at the age of 8, by then his imagination and creativity were already in overdrive.

### YATES MICHAEL DAVIS

College Preparatory; Science Club 2,3; Radio Club 1,2,3,4; ALEXANDRIAN 1,3,4; Literary Club 3, Treasurer 3; TAHIAN 4; Library Club 4, President 4; Student Council 1; Homeroom Vice-President 4; Homeroom Secretary 2; "Most Talented" Senior Boy.

**H**e grew up to be an award-winning broadcaster, radio personality, voice actor and advertising creative director. Yates won numerous ADDYs for his unique and memorable advertising campaigns that cultivated the highest creative standards in the industry. He was an on-air personality for WLUP Chicago providing impersonations of notable politicians and sports figures. Yates was a prolific writer and composed lyrics and music throughout his life. He wrote **this song** for Lynda. Yates was a proud native of the Tar Heel state and attended UNC- Chapel Hill.



**Lynda Bouchard** is a former flight attendant who believes that books are the greatest time machines in the world. Following a globe-trotting aviation career she founded *Booking Authors Ink*, a boutique marketing firm dedicated to Southern authors. Her client list includes New York Times best-selling authors and award winning regional authors.

As a seasoned literary publicist, Lynda is a popular conference speaker and podcast guest where she shares her creative 'outside-the-book' ideas. She is a member of the Society of Children's Book Writers and Illustrators and hosts the *Literary Latte* podcast.

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 unique marketing campaigns you'll find her volunteering for her local chapter of Donate Life and for Literacy Councils in North and South Carolina. This is her first book.

[www.BookingAuthorsInk.com](http://www.BookingAuthorsInk.com)

## About the Illustrator

**Kody Kratzer** is a graphic designer by day and illustrator of all things spooky by night. Kody is a member of the Society of Children's Book Writers and Illustrators and The American Institute of Graphic Arts. She lives in coastal South Carolina as a mom to her corgi, Flapjack.

[www.KodyKratzer.com](http://www.KodyKratzer.com)

**Lynda@BookingAuthorsInk.com**

## Media Angles

- **The power of reinvention.** It's never too late to begin again and create a brilliant new life.
- **Why being a Flight Attendant was the best training in the world** for Lynda's next chapter in life as a literary publicist.
- **The power of back-story.** What's *not* on the page is often the more interesting /important story.
- How writing a book made Lynda **a better publicist.**
- **Lessons in the leaving.** The landscape of loss and the unexpected gifts it brings.
- **Self-publishing vs. traditional publishing – insider tips.** Pros/cons/creative considerations.
- **Stories from Southern back roads.** What Lynda learned from working with some of the most famous authors - and passengers - on the planet.



## Author Q & A

**Q: *The little boy is very mischievous and thinks of an interesting way to avoid the witches capturing him. Was the character based on Yates?***

A: Yates was very much like this little boy. Only more precocious! The story came from his imagination and he incorporated a great deal of his fun-loving personality into the boy's character. When the boy runs away from home and when he challenged the witches to the riddle – that is pure Yates. He didn't like being told what to do and he wasn't afraid of authority figures, but the way he dealt with challenges was always with humor, creativity and a sense of fun.

**Q: *Your picture book is told just as much through your illustrations as through your words. Did the illustrations come before the story?***

A: The words came first. Together we changed the story as we went along and then after he passed away, I edited it even more because it was too long. Every word was important. But we talked a lot about the illustrations and Yates even made initial sketches that I used and that Kody, our illustrator perfected. We knew that the pictures would provide important information. For example, in the original draft the boy had a dog that went with him into the woods, but it didn't add to the story momentum so I made the decision to leave the dog out. The illustrations changed as a result.

**Q: *When you began this book, did you always know where the story was going, or did the characters take you by surprise and pull the story in quite another direction?***

A: This book began with character; or should I say *a* character. The little boy. It was the seed from which the book grew. When Yates set out to write *The Witches Three Count on Me!* he didn't know how the book would end. The riddle came in much later. He tinkered with a few endings but he always wanted the boy to outsmart the witches, it just took re-imagining it to figure out HOW that would happen. That's the magic and mystery of creation.

**Q: *The vocabulary is very original and challenging in this story.***

Yes it is. Thank you. It was something that we talked about a lot and we were absolutely in agreement about; not pandering to children. It is always preferable to raise the bar and teach a child something new and I love sending someone running to a dictionary! And, this book is not solely for children. Dr. Seuss made up crazy words and there are words in this story that are fun – like 'bamboozle.' Hopefully, it will spark curiosity and conversation for both reader and listener.

**Q: *To what extent is your writing inspired by Yates's or your own experience?***

A: Of course, all of writing is filtered through the writer's eyes, their experience. This was how things 'felt' and 'were' for Yates when he was young. He grew up in an idyllic North Carolina town (Taylorsville) where he and his brothers ran wild! There was very little discipline so the boy in the story running away and climbing out his bedroom window is very much what Yates would have done. Also, the confidence of the boy, the use of big juicy words, and the creative solution when he outwits the witches are pure Yates. My contribution was in the way of enhancing the story's pacing through language and story rhythm while staying true to the original vision.

**Q: *Do you have a favorite children's book?***

A: My favorite book, and the one that always struck me as much more than a children's book, is *The Velveteen Rabbit* by Margery Williams. It is so poignant. I think it is the perfect children's book. I believe that a children's story that is enjoyed even as an adult is a great story. For everyone. Like a song that you enjoy even when you aren't dancing to it. It still has meaning.

## Outside the Book Ideas for Children... OF ALL AGES

**B**ooks open up new worlds to children and always spark brilliant & interesting discussions.

Here are some creative ideas to get the magic going for you and the children in your life.

**Masters of Invention** – In fairytales, witches always wear silly black hats and black cloaks, and they ride on broomsticks.

- What would you wear if you were a witch and how would you fly around?
- **S.T.E.M.** – *The Witches Three Count on Me!* is filled with **discovery of the outside world**. What did the little boy discover? (Ex: Fire, Flight, Math problem, engineering the bed sheet to escape!)
- What other ways could the boy have escaped from his room?

**Makers of Mischief** – The little boy is full of mischief. It led to new adventures for him.

- What does the word mischief mean? What other word can you use that means the same thing?
- What are some of *your* favorite tricks?
- Who do you think is braver: the boy or the witches and why?
- How would you outsmart the witches if you were that little boy?

**Champions of Good** – The little boy thinks of a clever riddle to save himself. He also uses fun words to describe his surroundings.

- What other fun ways can you think of to outsmart someone when faced with a challenge?
- What did the boy learn by being brave and standing up to the witches?
- Pretend you are the little boy. In rhyming words share what *you* discovered in your reading adventure with the little boy and the witches?
- The authors loved to make up words. They looked for big new juicy words every day and then used them in conversations!

**What crazy fun made up word will you use today?**



## Contact Info & Links

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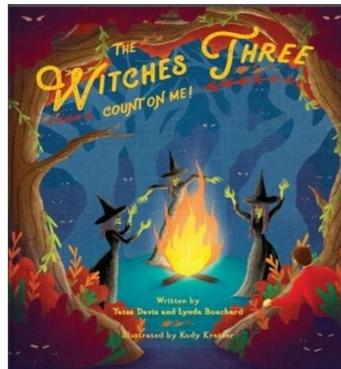
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To schedule an interview or event with Lynda please send an email to:

**[Lynda@BookingAuthorsInk.com](mailto:Lynda@BookingAuthorsInk.com)**

## 10 THINGS YOU MIGHT NOT KNOW ABOUT LYNDA

1. Her first car was a Ford Pinto. Yep. She survived.
2. She knows how to play the clarinet and saxophone.
3. She has traveled to all 50 states.
4. She spent a day with Kevin Costner as his media liaison for a pro-am golf tournament.
5. She does not have pierced ears.
6. Her favorite genre: Westerns
7. Lynda met Joe Walsh (of the Eagles) while working a flight from LAX-CLT. Their in-flight conversation prompted Joe to say: 'I'm going to write a song for you. What color do you want your song to be?' Playing along, she said 'black.' She's still waiting, Joe.
8. After launching her literary publicity biz, her first client was James Patterson who was on tour for *Pop Goes the Weasel*. Long before GPS, he read Lynda the directions, from map quest print-outs, as they traveled to and from events. Now, that's one cool dude.
9. Joe Walsh experience #2: A long tarmac delay out of DEN. Joe Walsh was on board in First Class. The passengers were restless. He got on the intercom and sang 'Rocky Mountain Way.' The flight crew sang back up!
10. Lynda's future husband, Yates, was working as a DJ at a Durham, N.C. radio station waiting to interview Stevie Wonder on Aug. 6, 1973. Stevie was heading to the radio station to promote his new album, *Innervisions*, when he was involved in a serious car accident that left him comatose.  
Many songs Stevie wrote on his next album 'Songs in the Key of Life' came from that experience.