



# Malott Standard Retail Bookstore Directory

*Michael Malott*

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## **Malott Standard Retail Bookstore Directory** Michael Malott

When self-publishing author Michael Malott prepared to do some independent promotion and marketing for his book releases, he quickly discovered two things. First, there was no media directory available to fit limited, independent budgets. Malott found that professional media directories started at several hundred dollars and ran up to well over a thousand dollars. Secondly, Malott found no basic resource directory out there which listed contact info for retail book stores which he could use to direct market his books. Malott would spend almost a year aggressively working and researching to compile two new extensive reference book releases which would provide self-publishing authors valuable and essential professional resource tools, meeting their needs and more importantly their budgets. The Malott Standard Media Directory features over 700 pages crammed full of national and regional media contacts including major syndicated talk shows, networks, national and regional newspapers, magazines, and other valuable media contacts. The Malott Standard Retail Book Store Directory features over 680 pages full of contact info for U.S. retail book stores. Not only major markets, but important secondary markets are also included. Now for less than an eighth of the price of competitor's products, self-publishing authors can now access all the valuable information they need to effectively promote and market their independent book releases. Not only self-publishing authors, but all applications which require contact info for primary & secondary media markets or book retailers will benefit from the valuable information contained within these pages. " A MUST HAVE FOR ALL SELF-PUBLISHING AUTHORS - The Malott Standard Retail Bookstore Directory "

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