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Q: I'm a first time author of YA fiction novels. I published my first book just last year through a print-on-demand publisher. I want a more detailed marketing plan than the one my publisher offers. They just send releases to TV, radio, and newspapers. But I want to hit more specific markets like school and public libraries, book clubs, book catalogs, etc. Since I didn't bother to buy the Standard Promo Option, I'm pretty much at square one with the whole marketing/promotion thing. Can you help me?

To reach the education and library markets, I'd suggest contacting a company called Market Data Retrieval www.schooldata.com, which sells targeted lists of educators, administrators and librarians. The lists can be cross-selected by a variety of criteria, including job type, district size, geographic location, grade level and budget. You can find book clubs listed in the Literary Market Place (LMP) directory either at a library or online at www.literarymarketplace.com. 7-8:03