



## **The Author's, Writer's, Publisher's, Book-Sellers Advice-Line™**

*"Helping thousands of First-Time Authors, Writers, Self-Publishers and Independent Presses successfully produce, market and sell books & information products since 1968."*

**YOURS F-R-E-E—Retail Value \$100.00**

**SUCCESSFUL**

**BOOK MARKETING NEEDS**

**ANALYSIS GUIDE\*\***

**Our Offer:** Guaranteed cost-cutting & money-making sound advice-by-phone, e-mail, fax, express mail and in-person.

**We provide over 100 creative and consultative services for:**

First-Time Authors.

Self-Publishers.

Desktop Publishers.

e-Book Publishers.

**Inventors** (who own patents, trademarks, copyrights or patent-pending products needing cost-effective direct marketing solutions, measurable response guaranteed PR product placements in media and sales promotion to pre-sell products to mass markets for royalties and share in major profits.)

Non-Fiction & Fiction Writers.

Small to large North American and International Publishing Firms.

Entrepreneurs A—Z.

**Internet Marketers** of New Products, Books, Audio, Video, Tutorials, Software, how-to products/services, mail order/mass merchandise.

SOHO. (Small Owner/Home Business)

University and Independent Presses.

Mail-Order Houses.

Booksellers—on and offline.

Book-marketers on and offline.

e-Zine and e-mail newsletter publishers.

Book Clubs—general and special interest.

One-person to top 1,000 Public Relations Firms.

Advertising Agencies (Direct Response/  
General/Boutique/Interactive/e-commerce)

Web Authors/Copywriters/Content Providers

Web Masters

Web Designers/Graphic Designers/Artists

Software Developers

Website Programmers

Coverage includes: **Virtually ALL Fields and Subjects** from **A—Z**: Business. Trade. Consumer. Christian/Religious. Directories. Mass Market. Professional. Software. Special Interest. Textbooks. Young Adult and much more . . .

**You'll receive:** money-saving/money-making expert advice on sales promotion. Direct mail advertising. Winning catalog sales and free publicity strategies. Breakthrough offers to increase your book ... disk ... audio cassette tape ... video information product sales and other ancillary profit centers.

With our vast database of communications experts, we've produced measurable, pinpointed direct response advertising, public relations, direct mail/mail-order marketing & in/outbound telemarketing campaigns for hundreds of authors, self-publishers, independent publishers, booksellers, and book marketers since 1968.

***Partial creative services include:***

**Sell tons of books via Print Ads.** Write selling direct response benefit-oriented copy for print publications read by book buyers in local, regional and national publications (top newspapers, magazines, online e-zines/e-directories).

Generate huge book sales via Free Radio and TV interviews by phone at home.

Develop 6 & 12-month Book Marketing/Promotion/PR Action Plans.

Generate Free publicity campaigns to sell and promote books.

Book jackets.

Catalogs/Fact sheets.

Profit producing sales letters.

Guaranteed measurable response free publicity placements.

**Create Get-A-Friend Offers.** The best response for a Get-A-Friend offer results from limiting the number of friends names' requested (usually 3 to 6 names) and offering a reward for providing names or securing new customers. **Bonus Copy** encourages new customers to refer friends now.

We'll develop **Holiday & Christmas** special sales promos – the same proven formulas we have created for major book clubs—some in use for over 30 years.

Have us create a **Customer Profile Questionnaire** to sell backlist titles and offer new pre-sold products and/or services.

Direct mail book/floppy disk/audio tape/video selling packages.

**GENERATE LEADS OR ORDERS** renting proven e/ mailing lists of targeted book buyers.

Order maximum response copywriting to sell your products and/or services to targeted consumer or business markets.

Create attractive book covers designed to sell. Critique your ads, brochures, dust jacket/flap copy, layout and design services.

We'll help you generate tons of inquiries or sacks of orders.

Can rep your book to the corporate, premium and incentive book sales markets.

Help you get pr/marketing/distribution nationally and overseas.

Help you get your book into the top mail-order catalogs.

Get more book sales exhibiting at international trade shows, book exhibits & fairs.

Sell your books online via book e-zines/chat rooms/blogs/e-directories.

**How to hire us:** For guaranteed cost-effective sound advice-by-phone, in your office or at Andrew Linick's New York/Central Florida retreats, or anywhere you specify—call **631.924.8555** or **631.924.3888** today.

To receive a **F-R-E-E\*\* Successful Book Marketing Needs Analysis 8-Page Checklist (\$100.00 value)** provide your email address or fax number for immediate response.

**Privacy policy: We never share you email information—personal or otherwise with anyone—period!**

### **Bio of Andrew Linick, Ph.D.**

Dr. Andrew Linick is an acknowledged authority on book publishing and mail-order marketing.

As a visionary direct marketing strategist™, mail order/internet marketer, and five-time best-selling author, he has sky-rocketed book sales via successful direct response marketing methods for thousands of authors, university and independent presses, entrepreneurs, and self-publishers worldwide for over 38 years.

Andrew can help you find fresh ways to promote your books/informational products and provide proven ideas to double or even triple your profits. You'll receive innovative money-producing and cost saving sound advice by phone or your money back.

*Your Satisfaction is Guaranteed!* (New projects and phone advice sessions are reserved on a first-come first-serve basis. Please reserve time early to avoid a possible three month waiting period) Thank you in advance.

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