



Bringing the best of Manhattan expertise to your front door.

Linick Building ♦ 7 Putter Lane ♦ PO Box 102 ♦ Middle Island, New York, 11953-0102

Welcome to the Linick Group, Inc

“...your complete source for publishing, printing, promoting, advertising, book distribution, products and/or services, using successful direct response marketing methods and guaranteed, measurable response PR placement strategies.”

— Scott Clemens, Publisher: Epicurean Traveler Magazine, www.Epicurean-Traveler.com

For over thirty-seven years, BlitzMedia-Direct and Copywriters Council of America, two divisions of The Linick Group, Inc., have been successfully assisting Public Relations Firms, Advertising Agencies and OTHERS...

Please click below and browse through the following Table of Contents to discover a few of the creative/consultative marketing services we provide. Each of your promotions and/or services are custom-tailored to your specific needs.

Go to “Book Marks” for Table of Contents

Return...



OTHERS we have served...

Authors

Book/CD/DVD Publishers

Self-publishers

Independent & E-book Publishers

E-commerce/Internet Booksellers

Newsletter, Magazine, & E-zine Publishers

Entrepreneurs

**Direct Marketers of Informational
Products/Services**

Book Clubs

Catalog & Directory Publishers

Downloadable Reports Publishers

Real Estate Developers

National & Independent Distributors

National & Regional Wholesalers

Library Wholesalers & Distributors

Warehouse Clubs

Mass Merchandisers

Mail Order Book Sellers

Food/Drug Stores

Discount/Variety Stores

Chain, Online, Specialty Book Stores

Independent Film Makers

Mortgage Companies



“Cost-Effective Direct Response Marketing Expertise You Can Bank On.”™

Welcome to the Linick Group of Companies. We have been serving a wide variety of VIP Clients since 1968! Please [VISIT OUR LIST OF COMPANIES](#), and follow the links of this presentation to learn more about the quality, proven, affordable services we offer for all your marketing and public relations needs.

Specialists In Direct Response Advertising • Internet and Direct Marketing Campaigns • Mail Order Lead Generation/Conversion • Targeted Guaranteed “Pay-4-Results” Public Relations Placements for Newspaper, Television, Radio • Online and Print Publications • Printing • Website Construction/Design/Hosting/Makeovers/Search Engine Optimization

***Business/Marketing Action Plans, Mail Order Ads/Media Placement, Sound Advice-by-Phone
Fresh Copy & Breakthrough Strategies for Profitable Customer Relationship Marketing
from initial brainstorming ideas & designs through A—Z fulfillment . . .***

Creative Specialties:

*Virtually all products & services. All markets—Consumer, Business-to-Business, Industrial, Retail, and Trade. All formats.
Your satisfaction is guaranteed.*

***Planning, Design, Copy, Layout and Production for all Printed Work:
Complete Art & Photo Direction, Creative Design and Graphics: PLUS much more
including...[SEE OUR LIST OF CREATIVE SERVICES!](#)***

[Continued](#)

[Back](#)

“Cost-Effective Direct Response Marketing Expertise You Can Bank On.”™

Serving a Wide Variety of VIP Clients since 1968! [View our List of Companies Here](#)

• All Broadcast	• Direct Mail Test and Control Packages	• Market Research	• Retail Brochure & “Take Ones”
• All Collateral Materials	• Direct Response Cards	• Media Selection & Analysis	• Sales Letters
• All Media	• Double/Triple	• Merchandise	• Sales Training
• Artwork Pre-press final & proofing	• e-commerce advertising and marketing	• Online Media/Banner/Pop-Ups/Sidebars	• Scheduling
• Blow-Ups	• Flyers	• Order Cards /Forms	• SEO-Improve Search Engine Placement
• Books and Booklets	• Folders	• Packaging	• Self-Mailers/Postcards
• Branding-Names and Slogans	• Fulfillment	• Patents	• Slogans
• Broadsides	• Inquiry Response	• Personalized Letters	• Space Advertisements
• Brochures	• Interactive Media	• POPS	• Syndication
• Catalogue Copy	• Invitations	• Premiums	• Telephone/Mail/E-Mail
• Circulars	• Lead-Generating Programs	• Press Releases	• Testimonial Endorsements
• Complete Identity Logos	• Letterheads/Stationary	• Price Lists	• Testing
• Coupons	• Lift Letters	• Printing, Consumer, Trade, and Much More!	• Trademarks
• Creative Product Strategy	• Magazines	• Product Selection & Development	• Training/Employee Manuals
• Customer Service	• Mailing Lists	• Proven Formats	• Unusual Action Response Formats: Cutouts-Pop-Ups
• Customer Surveys	• Marketing Plans/Business Plans	• Questionnaires	• Web Development and makeovers

[Continued](#)

[Back](#)

“Cost-Effective Direct Response Marketing Expertise You Can Bank On.”™

Direct Response Advertising • e-Commerce & Marketing • Mail-Order • Lead Generation • Sales Conversion
• Targeted, Guaranteed Public Relations Placement • Printing • Internet- Direct Marketing Campaigns
Linick Building Seven Putter Lane P.O. Box 102 Middle Island, NY 11953-0102 USA.
Phone 631.924.3888 Fax 631.924.3890 email: LinickGrp@att.net

For over 37 years we have offered our client/friends a 100% Moneyback Guarantee on Consulting Services on our:

Integrated Marketing Communications

Strategic Planning, Creative Strategy, Copy Critique

In today's economy, it pays to make every marketing communication count. Does yours?

From time to time, you've probably felt the need for help in planning, creating, and implementing effective direct mail, measurable direct response advertising, and guaranteed results public relations programs. For example, maybe you need advice and/or assistance in:

- ✓ Converting more leads to sales
- ✓ Generating more inquiries/orders from print advertising
- ✓ Determining which vertical industries or narrow target markets to pursue
- ✓ Producing effective sales brochures, catalogs, case histories, marketing literature
- ✓ Writing and placing press releases, feature stories, and other publicity materials
- ✓ Creating response-getting direct mail offers, packages, and campaigns
- ✓ Designing, writing, and producing your company newsletter
- ✓ Or solving dozens of other marketing, PR and advertising agencies' communications problems

Maybe you've felt that the usual sources of assistance—freelancers, advertising agencies, and PR—were firms not focused on solving your particular problems, lacked the specific knowledge you require, didn't understand your product or service, charged unreasonable prices, or were not interested in your project because they wanted all your business. Or perhaps you just want occasional guidance and assistance because you prefer to handle most of your marketing communications in-house.

Now there's a service designed especially to help you (Continued)

Back

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“Cost-Effective Direct Response Marketing Expertise You Can Bank On.”™

Integrated Marketing Communications Planning, Strategy, and Consultation

by Andrew S. Linick, Ph.D., The Copyologist®

Maximum Response, Visionary, Direct Marketing Strategist

Here are some questions prospective clients typically ask us—and the answers:

What is the Marketing Communications Planning, Strategy, and Consultation Service? This is a service which assists small and medium-size firms in planning, creating, and implementing effective advertising, marketing, direct mail, publicity, and promotional programs. We act as your ongoing adviser, answering your questions, making recommendations, and providing whatever help you need to market and promote your product or service successfully.

Why would an organization choose Andrew Linick's Marketing Communications Planning, Strategy, and Consultation Service over hiring a full-service agency?

For at least three good reasons:

1) *Cost.* Most agencies won't help you unless they get your whole account and you spend at least \$250,000 to \$750,000 a year with them. We can help you solve your marketing problems within whatever reasonable budget constraints you set. Significant results can be achieved for as little as \$75,000 to \$100,000.

2) *Results.* Because our orientation is toward results, not aesthetics, many clients report an immediate increase in leads and sales after using our services. ([**Client testimonials CLICKHERE and others are available upon request.**](#))

3) *Education.* As we work together, we teach you our techniques—strategies for boosting marketing communications effectiveness—so, over time, you learn to do more and more on your own.

How does it work? Our service is flexible and available to you on whatever basis meets your needs. You can hire us by the project, day, hour, or on a flexible retainer basis. While we are happy to use our time in any way you like, we will always advise you on how we think you will get the best results for your budget.

What is discussed between us? The topics range from the general to the specific. You can ask us basic information about direct mail or any other topic you want to know more about; or we can deal with the nuts-and-bolts specifics of any

Continued

Back

Dr. Linick's Integrated Marketing Communications Planning, Strategy, and Consultation Service
“Cost-Effective Direct Response Marketing Expertise You Can Bank On.”™

project you have in mind.

How is the service rendered? Most of our clients prefer to work by mail, phone, and fax. However, we are available to meet with you at your office or ours, and a number of our clients use a combination of face-to-face meetings and telephone conferences.

What aspects of marketing communications are you expert in? About 50 percent of our business is planning and writing direct mail marketing campaigns. The rest involves planning and creating a wide assortment of marketing materials and programs including print ads, brochures, feature articles, slide presentations, film and videotape scripts, press releases, newsletters, catalogs, case histories, annual reports, product guides, manuals, and speeches—in short, whatever you need to help you sell more of your products and services.

What industries do you specialize in? Our specialties include: Business-to-Business. Industrial. High-tech. Direct Marketing, Consumer and Financial Services. Within these broad categories, we've worked with thousands of clients in dozens of fields including: Travel, Tourism, Hospitality and Entertainment. Computers. Gourmet Food. Health. Fitness. Diet & Nutrition. Self-Improvement. Photography. Electronics. Engineering. Industrial equipment. Marine products. Software. Banking. Health Care. Publishing. Hair Replacement/Restoration. Real Estate. Financial Services. Continuity. Mail Order. Seminars. Training. Telecommunications. Consulting. E-commerce. Corporate and many other areas from Airlines to Zippers. But that's just a sampling. If you want to know whether we have experience in your specific field, call us and we'll show you proof.

What are some of the specific services you provide for clients? Clients have hired us to create marketing, advertising and measurable response PR plans; review and discuss ongoing marketing activities; make recommendations on new ways to effectively market existing products and services; review and critique ads, mailings, and other marketing documents; plan and write direct mail campaigns; train in-house staff in copywriting and marketing; and simply be available to provide input, answer questions, or bounce around ideas in a brainstorming session.

What size companies do you work with? We work with small firms, medium-size companies, and divisions of large corporations. Our service can be tailored to the complexity of your program and the size of your budget.

[Continued](#)

[Back](#)

“Cost-Effective Direct Response Marketing Expertise You Can Bank On.”™

Do you actually implement recommendations? We are professional copywriters/marketing consultants. My creative backup team of 25,000+ experts (all members of the prestigious Copywriters Council of America aka CCA) which I founded in 1968, produce marketing strategies (unique selling offers) and write maximum-results copy that sells. We can design, print, or produce any piece and save you up to 40% too. If you want us to handle your art, production and printing as part of a package price, we'll provide these services at our trade cost. This gives you greater control, faster delivery, and eliminates costly mark-ups using outside vendors. I personally will be happy to review any work done for you by any other vendors you use (for example, many clients mail or fax rough layouts to me for comment before mechanicals are created).

Who will handle my account? All services are provided directly or supervised by Andrew Linick, Ph.D. Dr. Linick, The Copyologist®, is an award-winning master copywriter and consultant specializing in business-to-business and consumer direct marketing. He and Team CCA, have consulted with—and written copy for—more than 3,500 organizations including On-Line Software, Timeplex, Convergent Solutions, JMW Consultants, Associated Air Freight, Sony Corporation, Yourdon Inc., American Medical Collection Agency, Grumman, GE Solid State, Agora and Phillips Publishing, Time Warner and Philadelphia National Bank. He is the author of over two dozen books and 450 articles and confidential reports. *A client list and publications catalog are available upon request.*

What is the cost of Andrew Linick's marketing consultation/critique services? Clients can choose to hire The Copyologist® on an hourly, daily, retainer, or project basis. The base fee is \$1,000 per hour. Your satisfaction is guaranteed. You receive a 100% moneyback guarantee on his advice-by-phone. *No other industry expert offers this reassuring no-strings attached arrangement.*

What's the typical fee for new clients? Dr. Linick offers an introductory consultation for \$5,000 which includes market research and up to 3 hour review of your materials and questions, a 2 hour consultation (by phone, mail, fax or in-person), and up to 2 hour phone follow-up OR report outlining his recommendations. You get approximately 7 hours of strategic sound advice (a \$7,000 value) for a package price of \$5,000, so at about 30% off his fee schedule—this is his best value.

Is all time billable? No. To see whether our service is right for you, we offer a ***free initial consultation*** by phone for 15 minutes. Thereafter, however, time is billable at \$1,000 per hour.

What's the next step? Please call us at 631/924-3888 and tell us how we can be of service. You may even want to schedule your free 15-minute telephone consultation to discuss how we can solve your most pressing marketing problems.

Click Here for your ***FREE Marketing Communications Audit***, too.

Continued

Back

“Cost-Effective Direct Response Marketing Expertise You Can Bank On.”™
A Few Testimonials... please click on andrewlinickdirectmarketing.com for additional success stories from our clients, and download others [HERE](#).

"I would like to take this opportunity to thank you for your consultative assistance during the last few months. We have been working together for nearly eight months on two separate efforts, direct response mail and market research, and your marketing expertise coupled with 37 years experience has been clearly illustrated.

Specifically, I would like to complement you on key attributes listed below: Timely, accurate telephone consultation—Personalized service—Professional demeanor—Attention to detail. InfoConversion, the electronic publishing division of Grumman Data Systems, is currently pursuing an aggressive marketing plan which includes targeted direct mail and sophisticated market research. Your suggestions, guidance and willingness to work hard have been instrumental in the undertaking of these two comprehensive efforts. We look forward to the continuation of a mutually beneficial. Long term business association. Again, thanks for all your help.

—**Deborah Seal, InfoConversion, Marketing Manager**

"Just a brief note to let you know how much the Stop Smoking Centers appreciated your help with its advertising campaign. They have assured me the results were well worth their investments. As you know, I've been doing the sales training for the Centers. The owner-directors come from very diverse backgrounds, and motivating them to success has been made easier for me, through your contributions. Rest assured that I will continue to use your unique services with my accounts, as the need warrants it. Thank you once again for your splendid work".

—**Jacques Weisel, Motivational Consultant**

"As promised here's your review of performance as marketing consultant to GSS management. In the beginning of this year, we were looking for someone with vision and curiosity. Someone with courage and teaching ability—to train our personnel to act differently if change is to occur. And someone with a sense of humor to lend perspective to sometimes grim discussions. As it turned out, that someone was you.

When I needed sound advice by phone and in-person, you were always available. Your creative solutions and intelligent recommendations were right on target. You provided us with close personal attention on every project from beginning to end—something that giant consulting firms with high overheads seldom do.

We retained your expertise to provide us with an overview of our total Direct Mail and Telemarketing/Sales program. You helped us in many areas including: identifying hidden problems, creating telemarketing scripts from scratch and developing a lead generation program.

Andrew, we put your creative ideas and resourcefulness to good use. Your comprehensive investigation during our market audit left no stone unturned. As fast as you uncovered problems, your devised practical, effective solutions.

I am certain the successful implementation of both the short and long term action steps, as outlined in your final Marketing Review will ensure GSS of increased, significant growth in 1989. I look forward to working with you next year."—**Robert P. St. Germain, Grumman Systems Support Corporation**

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“Cost-Effective Direct Response Marketing Expertise You Can Bank On.”™

The Linick Group of Companies: Summary of Services

Linick Building Seven Putter Lane Middle Island, NY 11953-0102 Phone: 631.924.3888 Fax: 631.924.3890

E-mail: LinickGrp@att.net

1. Professional Copywriting Referral Services and Strategic Partners

Copywriter’s Council of America (Freelancers) div. The Linick Group, Inc. Professional referral organization of over 25,000 freelance direct response

advertising copywriters and communications specialists experienced in over 1,450 categories in business, consumer and industrial markets. CCA matches up the best creative freelance talent within your budget®. Satisfaction guaranteed on all creative and consultative services.

2. Direct Response Advertising

The Linick Group, Inc. Full service direct marketing advertising agency specializing in space and direct mail, mail order and multi-media campaigns, alternate media, mailing lists, new product/service consultation by phone/fax/in-person and creative DR copywriting services

3. Interactive Mail Order/Direct Marketing Agency

L.K. Advertising Agency div. The Linick Group, Inc. Provide full service advertising and marketing strategies, product/offer positioning, visionary copy ideas, dynamic layout and graphic design, deep discount media placement for first-time/veteran direct marketers, generate maximum results & immediate response mail order print ads/direct mail packages for entrepreneurs and medium to large size firms.

4. Media Buying Services 4 Less

Media Planners, Inc. div. The Linick Group, Inc. Full service media buying company specializing in placing print advertising in consumer, business-to-business, and trade publications at substantial discounts. Develop print media advertising tests and full roll-out programs for first-time/seasoned mail order and direct response advertisers in over 10,450 media outlets including magazines, newspapers, FSI’s, alternate media, radio, cable/TV, Internet— websites/search engines and newsgroups. Call for *Free Media List* and *Rate Request Form*.

Continued

Back

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E-mail: LinickGrp@att.net

5. Mailing Lists-Direct Response Specialists

L.K. Lists, div. The Linick Group, Inc. Providers of list brokerage, management and consulting services to magazine, book and newsletter publishers, financial and mail order companies, business-to-business companies for 38 years. Consulting services include in-depth list & market analysis, psycho-graphic/lifestyle targeting, response analysis and forecasting for medium to high-volume mailers.

6. Targeted Public Relations

Blitz Media-Direct div. The Linick Group, Inc. Communications services for advertising agencies, publishers, and authors, business owners and firms needing free publicity for products/services using Measurable Response Public Relations™ on a guaranteed placement basis. Call for Free Idea Chart: *How to get thousands of dollars of free publicity for your product, service, organization, or idea.*

7. Advertising, Publishing, Mail-Order Consultation

Andrew S. Linick, Ph.D.—The Copyologist® Strategy, planning, visionary ideas, new business product development and sound, cost-effective advice on a 100% moneyback guarantee. Call for Free insider's report on *How to test your product/service for under \$5,000.*

8. Direct Mail Production

L. K. Graphics Div. Linick Group, Inc. Digital pre-press creative services/typesetting/design, web design and laser personalization from ads through pre-printed response mail express envelopes.

9. Book Promotion and Marketing Information Products Adviceline

The Author's, Writer's, Book Publisher's Advice-Line™ Innovative, cost-saving, money-producing, sound advice by phone on a 100% moneyback guarantee. Adviceline for first-time authors, seasoned writers, self-publishers, university and independent presses—producing, marketing, distributing and selling books and all other information products/services.

SOMETHING FOR EVERYONE!

Continued

Back

Marketing Communications Audit™

For A Free No-Cost Analysis—Mail Or Fax This Two Page Audit Form Today.

The Linick Group, Inc. • 7 Putter Lane, PO Box 102 • Middle Island, NY 11953-0102
Telephone: 631.924.3888 Fax: 924. 3890

In today's business arena, it pays to make every marketing communication count.

This simple two page audit is designed to help you identify your most pressing marketing communications challenges—and to find ways to solve problems, communicate with your target markets more profitably, and get better results from every dollar spent on advertising, free publicity and targeted sales promotion.

Identify Your Areas of Need

Check off all items that are of concern to you right now:

- | | |
|--|--|
| <input type="checkbox"/> Develop a PR, marketing or advertising plan that minimizes expenses & maximizes ROI | <input type="checkbox"/> Create an effective company or capabilities brochure to boost sales and profits |
| <input type="checkbox"/> Generate more qualified inquiries/orders from our direct response print advertising campaign | <input type="checkbox"/> Develop selling strategies for responding to and following up on inquiries/orders |
| <input type="checkbox"/> Make print ads and classified ads more persuasive with profitable testing benefit 'killer' headlines | <input type="checkbox"/> Create effective inquiry fulfillment packages |
| <input type="checkbox"/> Help determine which vertical media or narrow target markets to pursue for instant revenue | <input type="checkbox"/> Produce and use a video/audio tape to promote our product or service |
| <input type="checkbox"/> Effectively market and promote our product or service on a limited advertising budget to target audiences | <input type="checkbox"/> Write and publish a book, booklet, or how-to special report to promote our company or products to get prospects to call |
| <input type="checkbox"/> Produce effective sales brochures, catalogs, other marketing literature to sell more products | <input type="checkbox"/> Choose the correct premium or advertising specialty as a customer giveaway for referrals |
| <input type="checkbox"/> Get good case histories, user stories written and published for maximum exposure & income | <input type="checkbox"/> Get reviews and critiques of existing or in-progress copy for ads, mailings, brochures, and other promotions for increased profits |
| <input type="checkbox"/> Get articles by company personnel written and published in industry trade journals | <input type="checkbox"/> How to promote our product or service using free or paid seminars to get faster sales |
| <input type="checkbox"/> Get editors to write about our company, product, or activities to increase visibility | <input type="checkbox"/> Market product(s) or organization by having our people speak or present papers at conventions, trade shows, meetings, and other industry events |
| <input type="checkbox"/> Get more editors to run our press releases | <input type="checkbox"/> Train our staff with an in-house seminar in:
_____ |
| <input type="checkbox"/> Plan and implement a direct mail campaign or program | (indicate topic) |
| <input type="checkbox"/> Dramatically boost direct mail response rates | <input type="checkbox"/> Learn proven strategies and irresistible offers for marketing our product/service(s), getting people to respond or buy immediately |
| <input type="checkbox"/> Generate low-cost but qualified leads using postcard decks or self mailers | <input type="checkbox"/> Other (describe): _____ |
| <input type="checkbox"/> Make all our marketing communications more responsive and ROI accountable | _____ |
| <input type="checkbox"/> Design, write, and produce a company newsletter to get prospects/customers to call | _____ |

FREE \$125.00 CONSULT MARKETING AUDIT

1. Provide a Rough Indication of Your Budget

Amount of budget you are prepared to commit to the solution of the problems checked off on page one of this audit form:

- under \$5,000
 \$10,000
 \$15,000
 \$25,000
 \$50,000
 \$100,000
 \$250,000
 \$500,000
 \$750,000
 1 million
 other: _____

2. Fill in Your Name, Address, Phone and Fax Numbers and email Address Below

Please Print Clearly

Name _____

Title _____

Company _____

Phone _____

Address _____

City _____ State _____ Zip _____

Fax _____ E-mail _____

3. Fax/E-mail: Your Completed Form Today

Mail: Andrew Linick, Ph.D./Linick Building/PO Box 102

Middle Island, NY 11953-0102 USA

Fax/E-mail: 918.307.8738 or 631.924.3890 • E-mail: andrewlinick@linick.net

Phones: 631.924.3888 • 631.924.8555

If you wish, send me your current ads, brochures, mailing pieces, press releases, and any other material that will give me a good idea of the products or services you are responsible for promoting. I will review your audit and materials and provide a **free** up to **15 minute consultation by phone** with specific recommendations on how to solve your marketing problems, implement programs, and effectively address your key areas of concern. To schedule a specific date and time for your free, no-obligation phone consultation, indicate your preferred date and time below:

Preferred date and time _____

Alternate date and time _____

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**Mail or fax your audit form today. There's no cost, and no obligation.
One idea could be worth thousands of dollars to you.**