

Strategies+ Client Reference

To Whom It May Concern,

I own and run a small publishing company that produces a handful of print magazines with digital components! Revenue is generated almost wholly through advertising sales. As my revenue and number of titles have grown in recent years so have my issues with time management, marketing, generating new sources of revenue, and focus. I enlisted Donna's help in identifying some bottlenecks in my process, where new sources of revenue might be found, and how I might better leverage my time to better market my brand and promote the advertising opportunities my publications offer.

Donna is very hands on and all business while being compassionate, understanding and a great listener. Her insights and assessments are spot on and her suggestions and solutions are practical, results-oriented, and sensitive to what resources (both time and money) are available for implementation.

In short, Donna is smart and practical - a great combination for any small business with limited resources. I would recommend her service to any business who would benefit from objective, perceptive analysis and appropriate, targeted solutions.

Jonathan Whitney,
Owner and publisher
JW Publishing, Inc.