

Daley Progress Inc. supports small business growth by helping business owners and independent professionals build their relationships and reputation through newsletters. "But they have to be good newsletters," says Daley Progress founder, Linda Daley. "They must have compelling content that is valuable to readers, be specific to the target audience, and be backed up with tools that measure their effectiveness."

Daley Progress philosophy: A great newsletter is like a gift.

- It's opened with anticipation.
- It's personal and speaks to your recipient.
- It's about your recipient's wants and needs.
- It's appreciated because it brings something of value.

Why do you need a newsletter if you are in business?

- Building relationships is key in building business.
- You want to be seen as an expert and trusted resource.
- You have valuable information, products, and services that people want to know about.
- You want to increase your fans, followers and blog readership - building on your social media efforts.
- You should touch your customers, prospects and colleagues on a regular basis.

Working with Daley Progress

Daley Progress consults with clients to develop, build and execute a customized strategy. Every newsletter design is unique and reflects the client's brand and marketing strategy. But sending out the newsletter is only part of the story. Daley Progress also provides accountability and ongoing support to continually improve on past results.

About Daley Progress

Linda worked for 25 years in logistics and operations before starting Daley Progress Inc. in 2005. When she's not creating newsletters or gardening, she manages websites and email campaigns for several not-for-profit organizations in the Halifax area and enjoys networking with other small business folk. In 2014, Linda's blog *Work Better, Not Harder*, was included in [SEOlympics: Best Marketing Blogs of Canada](#) by Search Engine Journal. Daley Progress Inc. operates in Nova Scotia and serves clients across Canada and in the U.S.

"Thank you for the easiest, most cost-effective marketing we've ever done!"

~ Lorelei Burgess, Oxford Learning Center ~

"Linda was wonderful to work with and produced a newsletter I am proud to share."

~ Michelle Carter, Willow Esthetics Boutique ~