

**YOUR PEOPLE LLC LAUNCHES
UNIQUE COMMUNITY-BUILDING MARKETING INITIATIVE**

New website – www.yourpeopleyourbusiness.com – focuses on concept of
21st century business promotion and exciting use of Web 2.0.

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SOUTHFIELD, Mich. – “Everybody is looking for connection,” says Lynne Meredith Schreiber, Founder and Chief Creative Officer of Your People LLC. “And, in a poor economy especially, businesses are looking not only to survive, but to thrive. We put the two together for a winning concept – promote values-based business, build community, build the bottom line.”

That’s the idea behind YOUR PEOPLE LLC, a company created by Schreiber in late 2007 to address the needs of businesses and customers alike in a world gone virtual. The company, which counts among its clients Hiller’s Markets, Yoga Shelter and Frameable Faces Photography, creates and implements sophisticated, multi-tiered marketing campaigns that make full use of Web technologies and social media as well as gorgeous, highly literary print promotions.

“This is a winning concept,” says Hiller’s CEO Jim Hiller. “Lynne is the most talented writer I know, and her vision is cutting-edge and smart. Your People will surely go far.”

A freelance journalist for the past decade and former newspaper and magazine reporter and editor, Schreiber brings her writing and editing talents along with a vision of artistic, stunning publications and web copy. Your People works with companies that benefit from fostering a sense of community among clients; they are also businesses run by highly principled individuals who are concerned about the well-being of the community at-large.

“It is rare when someone is as creative and practical as Lynne is,” says Steve Feldman, CEO of Yoga Shelter. “Working with her is a pleasure.”

This month, YOUR PEOPLE launched its website - www.YourPeopleYourBusiness.com.

Response to the new site has been overwhelming. “This is a nice, clean site that intrigues readers to know more about Your People’s services without dumping a million pages of content on them,” says Texas business owner Dion McInnis.

“I love bringing people together,” says Schreiber. “This company creates much-needed connections, making lifelong customers for our clients.” YOUR PEOPLE produces conversational magazines and newsletters, corporate blogs, and web content.