

Community-Building Builds Business

Your People LLC connects companies and customers in innovative ways through marketing, PR and web campaigns.

FOR IMMEDIATE RELEASE

December 29, 2008

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SOUTHFIELD, Mich. – In an increasingly distant world, consumers are yearning for connection. For community. For authentic conversation. Plus, research reveals customers are more likely to patronize retailers who show **authentic concern** for customers' needs and who work hard to build relationships.

In a challenging economy, Your People LLC has hit upon a key formula for growing its business and the businesses of others: community-building-focused top-of-the-line communications. This Michigan company provides **savvy, multi-generational, multi-platform marketing, public relations, and website design and content.**

Founded in 2007 by veteran journalist, corporate and creative writer Lynne Meredith Schreiber, Your People LLC has carved a niche in offering corporate communications for companies in the food, health and wellness industries.

“Consumers are looking for authenticity,” says Schreiber, Chief Creative Officer of Your People LLC. “And, gauging how popular online relationship-building is, through Facebook, Twitter, Flick'r and other venues, it's obvious that we all crave connection. I believe, and it is borne out in the bottom line, that customers are more likely to spend time and money with businesses which truly value them and their participation in a veritable community.”

“Of course, it can only happen when the head honchos sincerely want to make that connection to customers as individuals,” she adds. “Once that desire is there, we work together to build and nurture relationships.”

In its launch year, Your People's client roster includes Hiller's Markets, Yoga Shelter, YogaMedics, Zoup!, and Frameable Faces Photography. In 2009, Your People will add Hacienda Mexican Foods and Dr. Steven Grekin to its client list, among others.

With five books and thousands of magazine articles to her credit, Schreiber's long journalistic career serves as a solid foundation for gathering newsworthy information about her clients and offering media outlets well-crafted, focused stories. Your People also provides corporate content in the form of website design, copy and ongoing maintenance; corporate-to-consumer newsletters, missives and other campaigns; and face-to-face events.

Schreiber's work has appeared in *Better Homes and Gardens*, *AARP: The Magazine*, *Cooking Light*, *the Detroit News*, *the Detroit Free Press*, *Fit Pregnancy*, *Cookie*, *Parents*, *Heart Healthy Living*, *Midwest Living*, *Saveur*, *Tango*, *Hockey Digest* and many more. She is also the

single mother of three young children, juggling the challenges of parenthood with a dedicated focus to entrepreneurship.

Schreiber knows how creative and direct communication can build a strong, visible brand presence. Her skill in capturing and sharing the passion and intellect of her clients is a key component of her company's success.

For further information or to schedule an interview: (248) 376-0406 or lynne@lynneschreiber.com.