

Community-Building Builds Business

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

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SOUTHFIELD, Mich. – There's a new company in town, one that seeks to create connections between business and consumer, and of course between people.

Your People LLC, created in 2007 by veteran journalist Lynne Meredith Schreiber, has hit upon an untapped need: 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** for companies who truly seek to create a lasting connection with their customers. Your People LLC specializes in food, health and wellness industries and counts among its clients Hiller's Markets, Yoga Shelter, YogaMedics, Zoup! Fresh Soup Company, Hacienda Mexican Foods, Frameable Faces Photography and the Grekin Skin Institute.

"Consumers are looking for authenticity," says Lynne 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. 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," she adds. "Once that desire is there, we work together to build and nurture relationships."

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; 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 the single mother of three young children.

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