

CareerTransition



Lynne Cohn Schreiber

Former career:
Freelance journalist

New career:
Founded a public-relations and marketing company

Name: Lynne Cohn Schreiber, 37

Education: Bachelor's degree in communications from the **University of Michigan** in 1993; master's degree in writing from **Goddard College** in 1996.

Last career: Fifteen years as a freelance journalist for national magazines and newspapers. She previously worked as a staff reporter at community daily newspapers.

New career: Founder and chief creative officer of **Your People L.L.C.**, a Southfield-based public-relations and marketing company that specializes in Web-based initiatives. Clients include **Hiller's Markets, Yoga Shelter, YogaMedics, Hacienda Mexican Foods, HBR Labs, Orchard Mall, Maria's Bridal Couture** and **Frameable Faces Photography**.

Why she decided to change careers: "I wanted the opportunity to build relationships with companies and people I admire, and to work toward promoting their businesses by telling their stories."

How she made the transition: "I took part in an entrepreneur's course that **Zingerman's** in Ann Arbor offers to help people through the process. I also consulted with mentors and did a lot of research. It took a couple years to come up with an appropriate business model."

Obstacles overcome: "I am a single mother of three children and created my company just after filing for divorce — that's a challenge, definitely. I try to juggle my household and my children's needs while trying to build my company."

Advice for others: "Stay focused. Do what you do best. Hire people to complement your efforts. Listen well. Learn from others. Always be open to taking new paths."

If you have made a similar change in your career, or know someone who has made an interesting career transition, contact Andy Chapelle, managing editor at Crain's Detroit Business, at achapelle@crain.com.