



At home with her stories

Persistence pays off for veteran freelancer

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Lynne Meredith Schreiber, founder of home based-business Your People L.L.C., is used to working solo. At 27, she quit her full-time job as a journalist to freelance. Once she got rolling, she was working 80 hours a week to triple her income.

Many journalists don't discover their passion for writing until high school, college or even their first pass at a real job, but Lynne Meredith Schreiber, 37, remembers writing a story about the Statue of Liberty in her corduroy-covered journal at age 9.

The Southfield native started crafting stories on a family trip to New York. From there, she worked on the North Farmington High School newspaper staff and started freelancing for the *Farmington Observer* at around age 15.

Her words have crossed the pages of *Saveur*, *Cooking Light*, *Seventeen*, *AARP the Magazine*, *Good Housekeeping*, *Better Homes and Gardens*, *Tango*, *Poet & Writers*, *Traverse Magazine* and *Parenting*.

She's authored several books and her work has appeared in thousands of newspapers and Web sites.

Schreiber is the founder of Detroit Ink Slingers, a group of writers who meet up to share ideas. She's also taught journalism courses for mediabistro.com, College for Creative Studies, Wayne State University, Oakland University and Oakland Community College.

In January, she officially launched Your People L.L.C., a home-based business that does public relations, marketing and event planning.

Since launching Your People, Schreiber has pursued clients like Zoup!, Hiller's Markets, Yoga Shelter, YogaMedics, Hiller Amyotrophic Lateral Sclerosis Center at Wayne State University, Frameable Faces and Hacienda Mexican Foods.

She's hired a graphic and Web designer, social-media representative and two creative and research staffers. Normally, they work from home, but sometimes they'll meet up to plan or brainstorm.

Never said no

Schreiber worked as a full-time journalist for five years before launching her freelance career at 27.

Once freelancing full time, her income nearly tripled.

"Working at a small community newspaper limited me in some ways," she says. "And I'm an early person that likes to start work before the crack of dawn."

She was nervous about leaving her steady gig at the *Detroit Jewish News* to become an entrepreneur, but her parents encouraged her to take a chance.

"(Freelancing) let me be sort of the architect of my life," she says. "I wanted to be the boss of my own time and make as much of money as I wanted."

Determined to make it, Schreiber took assignments with local and regional publications like *Hour Detroit* and *Midwest Living*.

From there, she began pitching stories to national magazines.

"I was persistent and got clips everywhere that I could," she says. "I'd write from 7 a.m. till 11 p.m., about five days a week. I didn't say no."

Networking was an important part of Schreiber's growth. She'd travel to New York for interviews, informational meetings and industry workshops.

Talent alone will not make a successful entrepreneur, she says. Being self-employed takes a certain personality.

"(You're) selling yourself, trying to get business and must be disciplined enough to meet deadlines."

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