



In Business and In Life, Connecting Is Everything

Your People LLC adds new Michigan clients.

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SOUTHFIELD, Mich.- People are yearning for connections. Relationships are at the crux of every ongoing success. And that, believes Lynne Cohn Schreiber, Chief Creative Officer of Your People LLC, is the key to business, too.

People have formed communities as long as we've inhabited small spaces. With the globalization that comes with rapid-fire Internet communications, the need for connection and true community is ever greater. To build an authentic business and give it staying power, Your People LLC connects companies with clients with a focus on forming sincere relationships. It's called Community-Building Marketing and it's the strategy Schreiber named when she created Your People in 2007.

Now, Your People LLC has added the following organizations to its client roster:

Orchard Mall in West Bloomfield, the **Hiller ALS Center at Wayne State University**, **Maria's Bridal Couture** in West Bloomfield, **Healthy 4 Life** in Rochester Hills, Israeli company **HBR Labs**, and the **Agrarian Adventure** in Ann Arbor.

Ongoing client relationships include Hiller's Markets, Yoga Shelter, YogaMedics, Hacienda Mexican Foods, Frameable Faces Photography and Dr. Adam Rubin.

"I love promoting interesting, unique companies," says Schreiber, who spent 15 years as a journalist before creating Your People LLC. The company offers strategic public relations initiatives that include print efforts, Web 2.0, social media marketing and events for a strategic, multi-tiered community-building approach to marketing.

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 provides corporate content; website design, copy and ongoing maintenance; corporate-to-consumer newsletters, missives and other campaigns; and face-to-face events.

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