



The People To People Link

Marketing firm embraces success and a growth spurt.

After 15 years as a journalist, including several years as a staff writer for the *Jewish News* and a decade as a freelancer contributing to national publications, Lynne Cohn Schreiber wanted to build something bigger than an article here, an article there.



Lynne Cohn Schreiber

Inspired by Jewish tradition and the concepts of community with which she had been raised, Schreiber formed Your People LLC (www.yourpl.com) in 2007 to offer businesses what people were already seeking: connection through a veritable community.

“One night, I signed on to Facebook and noticed that at least 40 of my ‘friends’ were online,” Schreiber recalls. “That made me realize we are all seeking the kind of back-fence connection that our parents and grandparents had in their Jewish neighborhoods, but which no longer exists for many of us. If people are seeking connection, then authentic companies with sincere stories to tell can fulfill that yearning to a degree.”

In a year and a half, Your People has added several part-time employees and has a growing list of clients who include Hiller’s Markets, Yoga Shelter, YogaMedics, Orchard Mall, Maria’s Bridal Couture, Dr. Adam Rubin and the Hiller ALS Center at Wayne State University in Detroit, among others.

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

Schreiber is the author of five books and the single mother of three children. □

www.lynneschreiber.com houses Lynne Cohn Schreiber’s blog, *Nourish Cafe*.