



your:  
PEOPLE<sup>llc</sup>  
yourppl.com

*Menu of Services*

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Your People LLC is a public relations and business messaging development firm, that seeks to understand the human elements behind an organization and communicate them to the world, creating real connections at a time when people are more distant than ever.



We work closely with entrepreneurs, nonprofits, and small businesses to translate the mission and passion behind an organization into storytelling that captures a devoted audience and builds lasting relationships that transcend transactions.

Your People LLC was created in 2007 by Lynne Golodner, an award-winning journalist and author who, with her team, has helped hundreds of clients communicate their story as a way to build lasting, mutually beneficial relationships.

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## **SOCIAL MEDIA**

*(includes e-blasts, websites, blogging)*



**Develop Social Media Strategies**

**Create Content**

**Manage Pages/Platforms**

**Increase Engagement**

**Design & Distribute Newsletters**

**Executive & Organizational Blogging**

**Create & Manage Websites**

## **MEDIA RELATIONS**



**Develop Media Pitches**

**Create Media Lists**

**Distribute Press Releases  
& Secure Exposure**

**Media Training  
& Interview Coordination**

## **BUSINESS DEVELOPMENT**



**Mission, Vision & Messaging**

**Create Unique Products To Showcase Client Success**

*(books, website portfolios, gifts, networking & referral events)*

**Team-Building**

**Create Training Manuals**

**Develop Employee Handbooks**

**Branding & Logos**

**Corporate Communications**

## **SEMINARS & COACHING**



**Client Event Planning**

**Executive & Team PR Coaching**

**Custom Seminars To Develop Business Focus  
& Messaging Cohesion**

**Provide Team-Building Guidance & Workshops**

**DIY PR Seminars On Social Media, Media Pitching  
& Blogging For Nonprofits, Startups,  
& Solopreneurs**



Your People is driven by the notion that people do business with people. Our clients are unique, creative, and eager to tell their stories toward new ways of connecting with customers. Our goal is to inspire others to live meaningful lives with purpose, passion, and clarity.



Building **business**  
through story,  
**relationships, and**  
higher **purpose.**





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