

## Great new Workshops teach PR & Marketing Skills

The difference between a successful company and one that languishes unknown is a solid marketing and public relations strategy. And that's exactly what Lynne Golodner and her team will help business owners and employees of small, startup and mid-sized business do at a new slate of seminars.

"It's not hard to tell your story – if you know what grabs the attention of the media and attracts new customers," says Golodner, who created Your People LLC in 2007 to help businesses build by building relationships.

"In our monthly seminars, an intimate group of 20 participants will learn how to harness PR, Social Media and Marketing strategies to grow their businesses and build their revenues."

For the past two years, Your People has won MarCom awards for its creative marketing and public relations campaigns. Golodner's philosophy is to think outside the box for go-with-your-gut risk-taking that truly builds a business's reach and exposure.

The Your People roster of seminars includes the following:

- The Anatomy of an Idea (Public Relations) – January 31 at Weber's Inn and

May 16 at the Grosse Pointe War Memorial

- Marketing Decoded – February 28 at the Skyline Club, April 24 at Zingerman's Events on 4th and November 7th at the Birmingham Conference Center
- Social Media 101 – March 22 at the Birmingham Conference Center
- Social Media Beyond 2.0 – October 9th at Zingerman's Events on 4th

Each seminar costs \$199 per participant. Participants will receive a complimentary copy of the Your People Guide for the Intrepid: Everything you need to know about PR & Marketing.

"Taking a half-day to hear new ideas and change your focus can be game-changing," says Golodner. "Since I began working for myself in 1998, I devote time at least once every year to attending a seminar that inspires me and invigorates my focus. I come away energized and enthusiastic – and I always make more money because of it. That's my hope for every person who participates in my seminars." Participants will emerge from Your People seminars with a thorough understanding of PR, Marketing and Social Media as well as a ready-to-use strategy, pitch or campaign.

Plus, in July, Your People is offering three full-day seminars at Shanty Creek Resort in northern Michigan. Participants can register for one day at \$399 or all three for \$900. The schedule includes a full day on PR (July 16), a half-day on marketing and a half-day on social media (July 17) and a day for non-profit executives (July 18) which includes an afternoon on relationship-building.

"My goal is to help people truly build business," says Golodner. "My classes are fun, energetic, and user-friendly. Plus, our intimate setting guarantees one-on-one attention and brainstorming specific to each business."

A journalist for more than 15 years, Golodner founded Your People in 2007 to build business by building relationships through strategic marketing, public relations and social media campaigns. In the midst of the economic turmoil of 2008, Golodner started a business as a single mother and multiplied her income

and reach exponentially. She has five published books and three forthcoming in 2012 and has written thousands of magazine and newspaper articles.

Registration is open for Your People classes: [www.yourppl.com/seminars](http://www.yourppl.com/seminars). Participants who mention NATURAL AWAKENINGS will receive a FREE news brief in 2012.

Also, available in January, people can order the Your People Business Guide for the Intrepid: everything you need to know about public relations and marketing – available directly from [YourPPL.com](http://YourPPL.com) in January 2012.

To register for Your People classes, call 248:376:0406 or email [lynne@YourPPL.com](mailto:lynne@YourPPL.com) or register online at [YourPPL.com/seminars](http://YourPPL.com/seminars). To customize a Your People class for your company, call 248:376:0406.

