



The Hanging of the Rustbelt Market Sign-Ferndale | David Lewinski

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Your People PR firm adds clients, jobs

METROMODE, 4/21/2011

Your People is bringing more people into its fold lately, both customers and employees.

The Southfield-based PR agency has expanded its staff to three employees and four independent contractors over the last year. The new hires are a result of the four-year-old firm's growing client list that has recently crossed the 20 mark with names like The Shirt Box and Get Downized included among its six new customers so far this year.

"We probably bring on 1-2 new clients a month over the last eight months," says [Lynne Schreiber](#), chief creative officer for [Your People](#). "Most of it has been word-of-mouth referrals from our clients. It's become a 1-degree of separation because everybody knows everybody else."

Schreiber, a working mom, has hired three people since February. All of those hires have been moms who are working either from Schreiber's home or virtually. She plans to keep her team small and virtual to maximize its flexibility and to keep the company lean.

"We have been working a lot on team building," Schreiber says. "We make sure everybody has their niche and we work like a well-oiled machine."

Source: *Lynne Schreiber, chief creative officer for Your People*

Writer: **Jon Zemke**

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