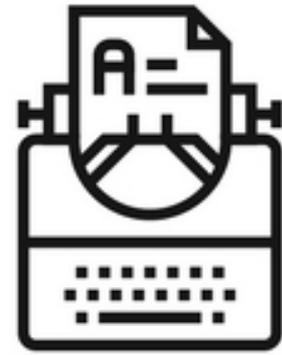


BRAD MARLEY'S **NEWSLETTER**



Five and One with Lynne Golodner, Your People LLC



You have operated our own public relations and marketing business for about 12 years after spending 15 years as a journalist. Why do you think so many journalists end up taking the plunge to become PR or marketing pros after giving journalism a shot? (Minus the money aspect, of course. 😊)

I personally made the transition as a lot of my journalistic sources were closing up shop. I was becoming a single mother of three young children - ages 1, 3, and 5 at the time - and I needed to support my family but also wanted to be there for my kids when they needed me. So it was a question of, how can I take my skills and knowledge of the media and use that to help companies and nonprofits?

For the first year or two, I felt like I was crossing over to the dark side ... a lot of journalists feel that way about PR. But I ended up loving it. I could write wonderful, inspiring stories and many outlets could pick them up - compared with my time as a journalist, when, due to copyright, I could only sell a story to one outlet.

Also, it helps that I am really selective about the clients I work with. There is no fluff here! We only take on clients who we find generally inspiring, who have a higher purpose to what they do, more than just a desire to make money. That makes it an easy sell all around.

I think it's interesting that you take a bit of a different tact with your clients when it comes to finding their story. You help them uncover their personal hardships and successes that brought them to their current situation. Do you find that audiences are looking for this type of inspiration from companies?

I believe strongly that people do business with people. Plus, we are in an era when there are so many choices, we can be selective about the companies we choose to patronize. With that in mind, it's a win-win when companies and nonprofits can have a human face that is genuine, authentic, and offers mutual benefit to their audience.

Likewise, I see consumers responding to heartstrings-type storytelling from companies that put their why, their purpose, front and center. I do think audiences are looking to be inspired. We are in a connection economy, and if your words are hollow, people will find that out fast and switch to a company that actually has meaning behind its messages.

You launched [a podcast](#) last year that is dedicated to sharing stories about how people find meaning in the mundane. After 34 episodes, what lessons have you learned that have translated to your day-to-day role as a professional storyteller?

I love that phrase, professional storyteller!!! Finding meaning in the mundane has been my mission - first, as a writer and journalist, and now in marketing and public relations. I know I'm inspired by meaningful pursuits and people who lead from the heart. I think others are, too. The Make Meaning podcast is great fun to do because there is no shortage of fascinating, inspiring, uplifting stories and the people behind them. I see a lot of common themes, no matter the industry behind the people I interview - they're looking for work that makes them feel they are making a difference. They're looking to carve their own path. They're looking to lift up others through their work. And they're tireless.

The podcast shares real-life examples of the old cliché, do what you love and the money will come. All the people I interview are living lives they love - and they feel completely satisfied and taken care of as a result.

Your client roster ranges from attorneys to insulation contractors, and other companies in between. How do you go about identifying the story these companies need to tell, even though they fall in vastly different categories?

Interestingly, it begins with the person at the helm and how they got into this particular industry or project. Then we spin it out from there. Generally, interesting, quality people surround themselves with interesting, quality people. I never thought I'd find piping insulation fascinating - but it is!! Because it's driven by passionate, talented guys. The qualities our clients have in common are, they think, live and work outside the box; they take chances and do things differently than the status quo; they aren't afraid to be who they are; and they truly love what they do. All of our clients share this.

What is one tool or skill that all public relations & marketing folks could stand to get better at?

The person-to-person connection. Since day one, I've told clients that they must connect with their audience in three ways - digitally/online, in print, and face-to-face. In this digital economy, a lot of companies are forgetting how important in-person connections truly are. It's the best way people engage and it's how you form lasting connections. Too many PR/Marketing folks are focused on the "sell," the image.

One thing I don't love about this industry is how inauthentic people can be. I think PR folks get a bad rap as being fake, and to be fair, some truly are. But that's just not who I am. I refuse to "schmooze" just because it's required. Instead, I build authentic relationships with media folks, with clients, with others and present mutual benefit in everything I do so that it's real. I'd love to see the industry transform in that direction.

Finally, here's the question I ask everyone: What's the last book you read that you would recommend to my readers, fiction or non-fiction?

So I'm on this mission to try to read 52 books in 2019. (I've read 6 1/2 so far - not sure if I'll get there). I'd like to mention the last two:

[*My Ex-Life*](#) by Stephen McCauley and [*A Little More About Me*](#) by Pam Houston. One is fiction, the other essays, and both are incredible examples of storytelling, character development, and being real. I couldn't put either one down.

Lynne is the founder of [Your People LLC](#), a public relations and marketing communications agency that seeks to articulate the human elements behind an organization and communicate them to the world. You can follow Lynne on [Twitter](#) and [Instagram](#), or request to connect with her on [LinkedIn](#).

Hey, thanks for reading my newsletter. If you want to share the subscription link with a friend, colleague, or your dad, send them here: <http://eepurl.com/dsAx9b>

- Brad

Copyright © 2018 Brad Marley, All rights reserved.

Brad Marley is the CEO of Yelram Media, a PR & marketing company built around the business of storytelling. If you'd like to get in touch with Brad, send an email to brad@yelrammedia.com.

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).