

THE CHIEF STORYTELLER PROGRAMME



The Chief Storyteller Programme is an audacious plan to make 100 entrepreneurs famous. It is for CEOs, managing directors and company founders who want to power their enterprises through press and publicity.

WHY IS THE CHIEF STORYTELLER PROGRAMME **DIFFERENT?**

The programme is designed for highly **ambitious** entrepreneurs who want to take control of their stories. It will enable you to gain coverage and use publicity to power your company.

Take **control** of your entrepreneurial story

Understand how to gain coverage

Join a **network** of ambitious entrepreneurs

You'll never need a **PR agency** again

HOW DO YOU BECOME A **CHIEF STORYTELLER**?

1. FIND YOUR STORY

An exploration of your personal entrepreneurial story by a national business journalist, encompassing all your media materials

2. CREATE YOUR STORY

First class press materials created by a team with extensive experience of the national press and media



FIVE steps to FAME

3. TEST YOUR STORY

Proven press strategies in action with your story at their heart

5. SHARE YOUR STORY

Empowering chief storytellers and their teams to gain coverage for themselves while providing ongoing support and mentoring

4. LEARN YOUR STORY

We'll lift the lid on how we gained coverage for your business, demonstrating the winning strategies we used and teaching our methods to you and your team



JON CARD

Co-founder of Full Story Media, 15 years writing about entrepreneurs for the Guardian, Telegraph & Times



theguardian

The
Telegraph

CORINNE CARD

Co-founder of Full Story Media, BrightonSEO speaker, 15 years' media experience.

match

drinkaware



CHIEF STORYTELLER: CHRISTINE TELYAN



Christine Telyan is co-founder and CEO of
London-based tech company UENI



UENI WASN'T WELL-KNOWN

*"In spite of my company UENI's **incredibly fast growth** and **£15m in funding**, I was pretty frustrated by the lack of media attention we'd had."*

Christine Telyan, CEO, UENI



WHAT DID WE DO FOR **CHRISTINE**?

1. FINDING THE STORY

We interviewed Christine to learn about UENI, but also about her own background and the lightbulb moment that led to her company

2. CREATING THE STORY

We generated a mini-bio for Christine, highlighting UENI's success. We also built an engaging story detailing the process that led her to found UENI with her partner, Anh



CHRISTINE'S STORY

3. TESTING THE STORY

We sent out Christine's story and mini-bio to journalists looking for relevant case studies for their stories. A fresh photoshoot helped get Christine noticed

5. SHARING THE STORY

We made sure journalists at the Telegraph, BBC and Independent were directly in contact with Christine, and helped to build a rapport

4. LEARNING THE STORY

We showed Christine and Anh how we were using the story. We also helped Christine respond to journalist requests on topics such as running a business and gaining visibility online



INDEPENDENT

29 inspirational women reveal their top tips for success



MINUTE JACK

HOME NEWS GUIDES OPINIONS INTERVIEWS VIDEOS EBOOKS

INTERVIEWS

UENI: How Founder's Toothache Led To A Web Shake-Up

By JON CARD - Mar 27, 2019

Entrepreneur Christine Telyan vowed to make all businesses visible online after struggling to find a local dentist. She now runs UENI, a "digital agency for the masses".

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UENI Ltd is committed to small businesses on the Internet to end the dominance of digital giants

17/29 Christine Telyan, CEO and co-founder of London-based tech company UENI

Telyan became inspired to launch UENI in 2014 when tasked with finding a dentist for her husband. On discovering that over 70 per cent of small businesses lacked an

Business Chief

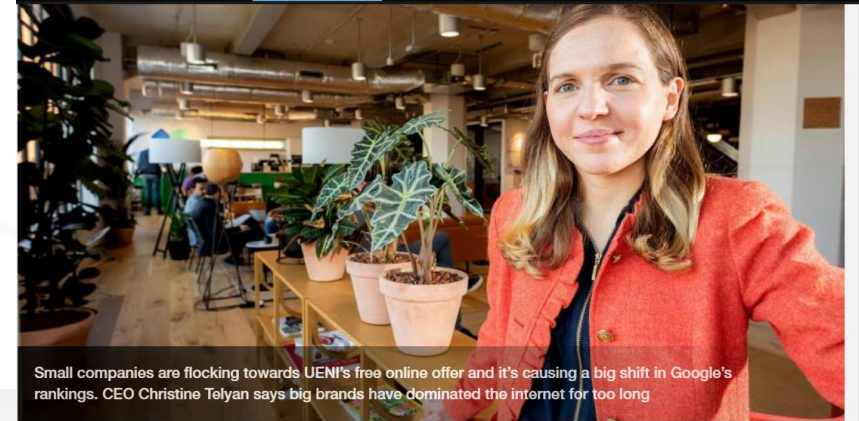
SECTORS

VIDEOS

REPORTS

MAGAZINE

TERRITORIES



Small companies are flocking towards UENI's free online offer and it's causing a big shift in Google's rankings. CEO Christine Telyan says big brands have dominated the internet for too long



UENI: the company launching over 300 websites per day



Forbes

We All Want To Shop Local But Britain's Small Companies Say Google Search Favors National Brands



Trevor Clawson Contributor @Entrepreneurs



WORLD BUSINESS REPORT





“CLEAR AND GREAT RESULTS”

“I've put my trust in these guys, followed their advice and we've had really clear and great results. We really appreciate the quality of the coverage.”



INDEPENDENT



WORLD

The
Telegraph

CHIEF STORYTELLER: CARL READER



Carl Reader is founder of the #BeYourOwnBoss movement
& chairman of business advisory firm d&t



➔ BREAK INTO BROADCAST

"I wanted to become a contact for radio and TV journalists. I also wanted to link my personal brand with my company, d&t."

Carl Reader, #BeYourOwnBoss founder & chairman of d&t



WHAT DID WE DO FOR **CARL**?

1. FINDING THE STORY

We worked with Carl and his team at d&t to discover how they would like to be portrayed

2. CREATING THE STORY

We built a powerful story which combined Carl's press persona with his chairmanship at d&t



CARL'S STORY

3. TESTING THE STORY

We used Carl's story to introduce him to a wide range of broadcast media journalists, as an expert on small business

5. SHARING THE STORY

We connected Carl and his team with a number of broadcast journalists. Carl is now a regular on LBC and talkRADIO

4. LEARNING THE STORY

We met with Carl and his team to analyse the results and reveal how we'd generated the coverage and new media connections



The Telegraph Business

Business · Taking care of business

What to look for in a business bank account

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This is MONEY.co.uk

FINANCIAL WEBSITE OF THE YEAR

By CARL READER FOR THISISMONEY.CO.UK
PUBLISHED: 10:00, 31 January 2019 | UPDATED: 10:00, 31 January 2019



Carl Reader is founder of the #BeYourOwnBoss movement and chairman of business advisory firm d&t, which has over 2,500 clients in the UK, he explains how those late to do their tax returns can act now.

Self assessment tax returns.

The phrase alone is enough to send a shiver down the spine of many a freelancer, sole trader and small business owner who dread the annual stress of recording and filing their tax returns.

To make it worse, the deadline is looming, and a high number of self-employed people have not yet started filing.

Missing the deadline can result in a £100 fine, and leaving it longer can risk penalties and further costs mounting up.



Carl Reader writes for This is Money with tips to do your tax return before the deadline



businessadvice

Expert advice for the engine room of the British economy
High Streets Initiative
JENNIFER JOHNSON · 12 NOVEMBER 2018

High street crisis worsens with 85,000 jobs lost this year



moneywise

28 YEARS OF HELPING YOU WITH YOUR FINANCES

Living the dream: Can you really work from anywhere in the world?



Have cold, dark days got you dreaming of ditching the rush-hour commute for a beachside café, or switching cities so you can combine work with a passion for travel? We look at what's involved and hear from four adventurous Brits who have made the move

Sue Hayward
Published 29 January 2019
Last updated 29 January 2019

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ractive, entrepreneurs need to consider the and ensure that the profile of fees fits their says Carl Reader, founder of the ent and chairman of business advisory firm

the ability of the bank to provide future onship management, and any integrated provides within its online offerings."



“AN INSIDER’S VIEW...”

*“With the **Chief Storytellers**, we gained great coverage as well as an insider's view on how the media actually works. Jon and Corinne operate in very open and transparent way as well as showing real value.”*



CHIEF STORYTELLER: SOPHIE DEVONSHIRE



Sophie Devonshire is CEO of The Caffeine Partnership and author of
Superfast: Lead at Speed



➔ BECOME A KNOWN EXPERT

*"Following the publication of my book: '**Superfast, Lead at Speed**', I wanted to become a well-known expert on all things **leadership**."*

Sophie Devonshire, CEO, The Caffeine Partnership



CAFFE!NE®
STIMULATING BUSINESS

WHAT DID WE DO FOR **SOPHIE**?

1. FINDING THE STORY

We spoke to Sophie on several occasions to build a picture of her background and expertise

2. CREATING THE STORY

We crafted a powerful mini-bio for Sophie; a deceptively simple intro to build credibility with journalists



SOPHIE'S STORY

3. TESTING THE STORY

We used Sophie's mini-bio, along with direct quotes and excerpts from her book, to respond to journalist requests

5. SHARING THE STORY

We worked with Sophie and her team to build long-lasting connections with any journalists who wrote about her

4. LEARNING THE STORY

We met with Sophie and her team to go over the coverage we generated. We showed precisely what we did – and how they could replicate the process

Telegraph Connect | Better business

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Top tips from busy execs

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Virtuous cycle: making time for exercise helps to boost personal energy levels CREDIT: GETTY

Make time for exercise in your working day

Good leaders realise that their personal energy is important, and make time for exercise to boost that, says Sophie Devonshire, chief executive at the strategic consultancy The Caffeine Partnership, which advises companies such as Nissan and L'Oréal.

BBC RADIO



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Management strategies: better balanced SMEs



Improving the gender balance of a company is not enhancing the business and its bottom line. What at boardrooms and workplaces improve the business c

Royal Bank of Scotland

LATEST

EDITOR'S PICKS

WIB: entrepreneurs hail their heroes

"15-minute meetings car

Sophie Devonshire, CEO of strate business in 2013, admires Karren

"She's firm, fair and prepared to h perspectives when I was an entrep

Devonshire says she especially like holds 15-minute meetings that ach at not pretending that it's easy to n never afraid to stand up for women

The attribute of Brady that Devons are often conditioned to be self-de says.

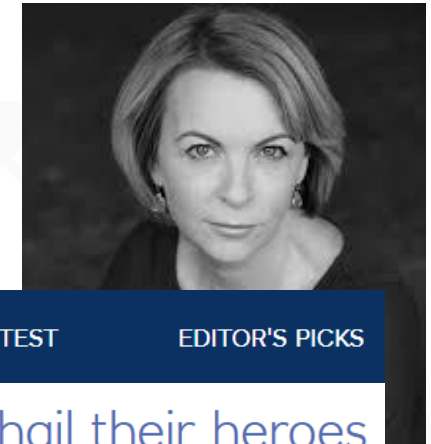
METRO

The skills you need to learn to ensure yourself a job of the future

"The fast pace of technological change has driven customer expectations, the responsiveness of businesses and their ability to scale," Sophie Devonshire, CEO at strategic consultancy The Caffeine Partnership, says.

"Most forecasters believe that innovation and improvements in business will continue at a vertiginous tempo.

"The only certainty is that change will continue to be fast."

RACONTEUR
THE TIMES



“WITHIN TWO MONTHS...”

*“Within two months of working with Full Story Media I was published in the **Telegraph**, **Times Raconteur**, **BBC**, **Business Sense** and **The Manager**. Jon and Corinne also provided me with stellar advice and insight.”*



CHIEF STORYTELLER: CASPAR CRAVEN



Caspar Craven is a serial entrepreneur and co-founder of personal development company The Brave You



➔ SHARE MY FAMILY'S JOURNEY

*"I was looking for publicity for our new family venture – **The Brave You**. I also wanted to build a reputation as an international keynote speaker.*

Caspar Craven, co-founder, The Brave You

THE BRAVE YOU

Thrive at Home to Thrive at Work.



WHAT DID WE DO FOR **CASPAR**?

1. FINDING THE STORY

We worked with Caspar and his Brave You co-founder (and wife) Nichola to learn about their individual backgrounds and joint history

2. CREATING THE STORY

We built Caspar and Nicholas bios and stories focusing on how their journey led to the new venture



CASPAR'S STORY

3. TESTING THE STORY

We used the press materials, along with quotes from Caspar's book 'Where the Magic Happens', to respond to journalist requests

5. SHARING THE STORY

We encouraged Caspar to respond to journalists who had featured his quotes

4. LEARNING THE STORY

We worked with Caspar to make sure he was able to make the most of any opportunities with the press

Business | Taking care of business

Home > Business > Taking care of business

How to sustain a business at its optimum size



Making smaller sustainable

Small can be beautiful, but how can you make sure that lack of growth is a positive decision, rather than a symptom of stagnation?

Business expert Caspar Craven, a serial entrepreneur and business adviser for KPMG and Datacore, says that family business owners should have clear goals for success that are not just growth metrics, but also to remain at the right size for them.

The Telegraph

Telegraph Connect

Telegraph Connect · Small business

How to create Gareth Southgate-style 'super teams'

In association with NatWest



Save 5



"He understands the highs and lows and has a natural and deep empathy with his players," says Caspar Craven. CREDIT: GETTY IMAGES/MATTHIAS HANGST



Sailing around the world -- with three children

By Danielle Rossingh, for CNN

Updated 1412 GMT (2212 HKT) April 30, 2018



The
Guardian
Labs

Selling yourself: a guide to pitching and presenting

From sales talks to keynote addresses, entrepreneurs reveal how to make a business presentation with impact



▲ Follow these tips to become an inspirational speaker. Photograph: Django/Getty Images

Tell them a story

People love stories and the best public speakers tell them. Caspar Craven, who is famed for sailing around the world with his wife and three children, regularly speaks at business conferences on subjects such as teamwork and resilience. His speeches include anecdotes, both from his entrepreneurial past and from his adventures sailing around the world with his family.

THE
GOOD
SCHOOLS
GUIDE

BBC RADIO



“I’VE RECOMMENDED THEM...”

*“Fantastic results including **Telegraph**, **BBC**, **Good Schools Guide** and more. Jon and Corinne's media knowledge is **remarkable** and I've recommended them to colleagues & partners - I do the same for you!”*

**The
Telegraph**

THE
GOOD
SCHOOLS
GUIDE

BBC

THE POWER OF THE **STORY**



“

Whatever you're trying to sell, **storytelling** is the most powerful thing you can do.



“

The most powerful person in the world is the **storyteller**. The storyteller sets the vision, values and agenda of an entire generation.



“

The growth of The Body Shop has always relied on word of mouth and **stories**.



“THIS COURSE IS A **NO-BRAINER**”

“Insights into the journalists' world and how to engage with them, how to make it interesting to them...”

This course is a no-brainer.”

Caspar & Nichola Craven, entrepreneurs & adventurers

“VERSATILE, CREATIVE, **DEPENDABLE**”

“Versatile, creative, dependable, hugely knowledgeable and can bring work to bear on a wide range of styles, discourses and topics.”

Matt Potter, Chief Content Officer, John Brown Media





“CONNECT WITH THE **MEDIA**”

“I'd recommend this to any entrepreneur or business wanting to work out how to efficiently and effectively connect with the media - this is essential.”

Sophie Devonshire, CEO, The Caffeine Partnership





“VERY **EXPERIENCED**”

“Very experienced and an uncanny ability to get your company's name up in lights. They managed to get us in national press such as the Guardian.” **Andrew Atalla, Founder, atom42**

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match



Morgan Lovell





“SOLID, CANDID **ADVICE**”

“Solid, candid advice from someone on the other side of the table. I'd highly recommend Jon's courses to all business owners who are looking to grow.” **Carl Reader, serial entrepreneur and chairman of D&T**



WHAT DO OUR CLIENTS **SAY?**

“ A no-brainer for anyone that wants to get the press they know their company deserves.

“ An uncanny ability to get your company's name up in lights.

“ Outstanding campaigns for all kinds of companies.

“ We've seen some great uplifts in mentions, links and visibility.

“ Very experienced and know what is likely to get picked up and what isn't.

“ An amazing ability to write in the perfect tone for a brand's users.

“ Hard work, dedication and an extensive list of contacts.

“ The advice worked beautifully.

JOIN THE PROGRAMME



Ready to become the **chief storyteller** of your organisation?

Join the programme - email: joncard23@gmail.com