

THE CHIEF STORYTELLER PROGRAMME



The Chief Storyteller Programme is an audacious plan to make mission-led 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



THE TIMES

theguardian

**The
Telegraph**

CORINNE CARD

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

The logo for Match.com, featuring the word "match" in a blue sans-serif font with a small blue heart icon above the letter "h".The logo for Drinkaware, featuring the word "drinkaware" in a bold, black, lowercase sans-serif font with a small red dot above the letter "i".

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

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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crunchbase

Solutions

Products

Resources

SALES

September 30, 2019

Christine Telyan, CEO and Co-Founder of UENI



Say hello to beating your sales quota in 2019 with this expert advice from Christine Telyan, CEO of global tech company UENI.

5 Ways to Beat Your Sales Quota for 2019

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

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



BUSINESS LIVE

CHRISTINE TELYAN Co-Founder & Chief Executive, UENI

BBC NEWS 08:47 OVAL THIS MORNING POLICE DEPLOYED TO REDU



“WE SECURED \$12M IN FUNDING”

*“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. We've also just secured a further **\$12m in funding** from angel investors”*



INDEPENDENT



WORLD

**The
Telegraph**

CHIEF STORYTELLER: ALAN DONEGAN



Alan Donegan is co-founder of the PopUp Business School, which helps people start their own businesses without debt



➔ POPUP DESERVED MORE PRESS

“We wanted more top tier press coverage for both our clients and the events we run, to help build our business and create more impact”

Alan Donegan, Co-founder, PopUp Business School



WHAT DID WE DO FOR **ALAN**?

1. FINDING THE STORY

We interviewed Alan to learn about PopUp Business School, but also about his background and unique business philosophy

2. CREATING THE STORY

We generated a mini-bio and story for Alan, combining his business history with the FIRE movement - Financial Independence, Retire Early - that was also an ongoing passion



FIVE steps to FAME

3. TESTING THE STORY

We worked alongside a seasoned press photographer to build a set of quirky press images that encapsulated the PopUp brand, then started to pitch Alan's story to the media

5. SHARING THE STORY

We shared the story we'd used with the entire team at PopUp, helping them make the most of coverage gained

4. LEARNING THE STORY

We worked with Alan and his co-founder, Simon Paine, to build the story over time and get them ready for interviews with BBC World and other media appearances



The Observer Retirement planning

Meet the people trying to save enough to retire by 40

Followers of the Fire - Financial Independence, Retire Early - movement say it's possible to amass enough cash to quit work and follow your dreams in mid-life



MINUTE-HACK HOME NEWS GUIDES OPINIONS INTERVIEWS VIDEOS EBOOKS

PopUp Business School: How A Rant Led To A Entrepreneurial Revolution

By JON CARD - Jun 17, 2019

Co-founder Simon Paine launched the business to improve advice for disadvantaged start-ups.

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276 236

BUSINESS NEWS DAILY Small Business Solutions & Inspiration



Simon Paine was sent to deal with a complaint about ended up quitting the government advisory service School with Alan Donegan

BBC NEWS WORLD



BBC NEWS The Inside Track PopUp Business School has worked in six countries



INDEPENDENT

10 things to know before going self-employed

Self-employed professionals share what they wish someone had told them before they took the plunge

Felicity Hannah | Friday 16 August 2019 23:00



News Opinion Lifestyle Culture Sport

Playing with FIRE: The extreme financial method which could be the secret to early retirement

Followers of the money movement claim anyone can save up enough to quit work. Our reporter joins a workshop

By Alys Key Saturday, 4th January 2020, 7:01 am



THE TIMES

RACONTEUR

yahoo! finance



Forbes



“INTO THE LIMELIGHT”

*“Jon and Corinne have worked tirelessly to help us get the word out about our events, **increasing the numbers** of people attending and pushing PopUp Business School **into the limelight**”*



INDEPENDENT

theguardian

BBC
NEWS

WORLD

CHIEF STORYTELLER: CARLENE JACKSON



Carlene Jackson is CEO of Brighton-based
tech company Cloud9 Insight



BUILDING MY PERSONAL BRAND

*“I knew the value of **personal branding** and that press coverage would help me build credibility and **grow my business**”*

Carlene Jackson, CEO, Cloud9 Insight



WHAT DID WE DO FOR **CARLENE**?

1. FINDING THE STORY

We spoke to Carlene to find out all about her background, including how she felt about dyslexia, which had helped her in business

2. CREATING THE STORY

We built a powerful mini-bio based on Carlene's successful business, as well as a profile story, showing how her experience with dyslexia had shaped her business style



CHRISTINE'S STORY

3. TESTING THE STORY

We commissioned a seasoned professional to produce a set of photographs of Carlene, then began pitching her story to the press

5. SHARING THE STORY

We shared our knowledge and experience with every new member of Carlene's team who wanted to become involved in the process

4. LEARNING THE STORY

We worked with Carlene and her team, using monthly visits to learn the latest stories from Cloud9 Insight and show them how we could share these with the press



Workers across the UK encouraged to go home on time today

COMPUTERS have changed the whole culture of work



The Telegraph

Business | Women in business

Business > Women in business

Women benefit from workplace mental health champions



Find that cloud 9

Meanwhile at At Brighton-based software firm Cloud9 Insight, the firm has apprenticeship vacancies for IT support roles.

Apply at cloud9insight.com/about-apprenticeships/.

Real Business

The results are in: Celebrating the UK's Top 25 SME Culture Leaders



employee benefits

theguardian

Cloud9 Insight uses employee recognition to improve social wellbeing

By Nic Paton 14th January 2020 6:30 am





“IMPRESSIVE FROM THE START”

*“The results were impressive from the start. Within a couple of months, I had multiple press appearances, was highlighted as **one to watch in tech** and booked for **BBC World**. It’s helped me grow my business”*

The
Telegraph

theguardian

BBC
NEWS

WORLD

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 Nichola's 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

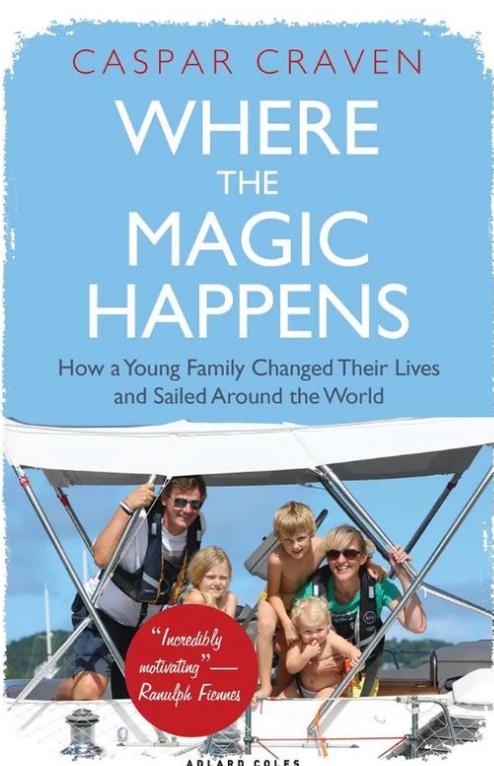
Business | Taking care of business

Business > Taking care of business

How to sustain a business at its optimum size



HUFFPOST
The 12 Best Books To Read If You're Looking For Escape



Maki

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Sailing around the world -- with three children

By Danielle Rossingh, for CNN
Updated 1412 GMT (2212 HKT) April 30, 2018



The Telegraph

Telegraph Connect

Telegraph Connect · Small business
How to create Gareth Southgate-style 'super teams'

In association with NatWest

THE Sun

Ask the expert



He understands the highs and lows and has a natural... Caspar Craven. CREDIT: GETTY IMAGES/MATTHIAS HANGEST



STRESSED out about working from home with kids in the house? Then Caspar Craven can help.

THE GOOD SCHOOLS GUIDE

The Guardian Labs

Selling yourself: a guide to pitching and presenting

BBC

Your account



News

Sport

Weather

iPlayer

Sounds

NEWS

Home | UK | World | Business | Politics | Tech | Science | Health | Family & Education

England | Local News | Regions

The parents raising their kids on the road



CASPAS CRAVEN

The Cravens spent two years at sea and travelled a further 7,000 miles to San Francisco



“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

B B C

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**

Cajigo

THE
DIGITERATI
Relentless pursuit of digital excellence™

matchMorgan Lovellatom42



“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: jon@fullstorymedia.co.uk