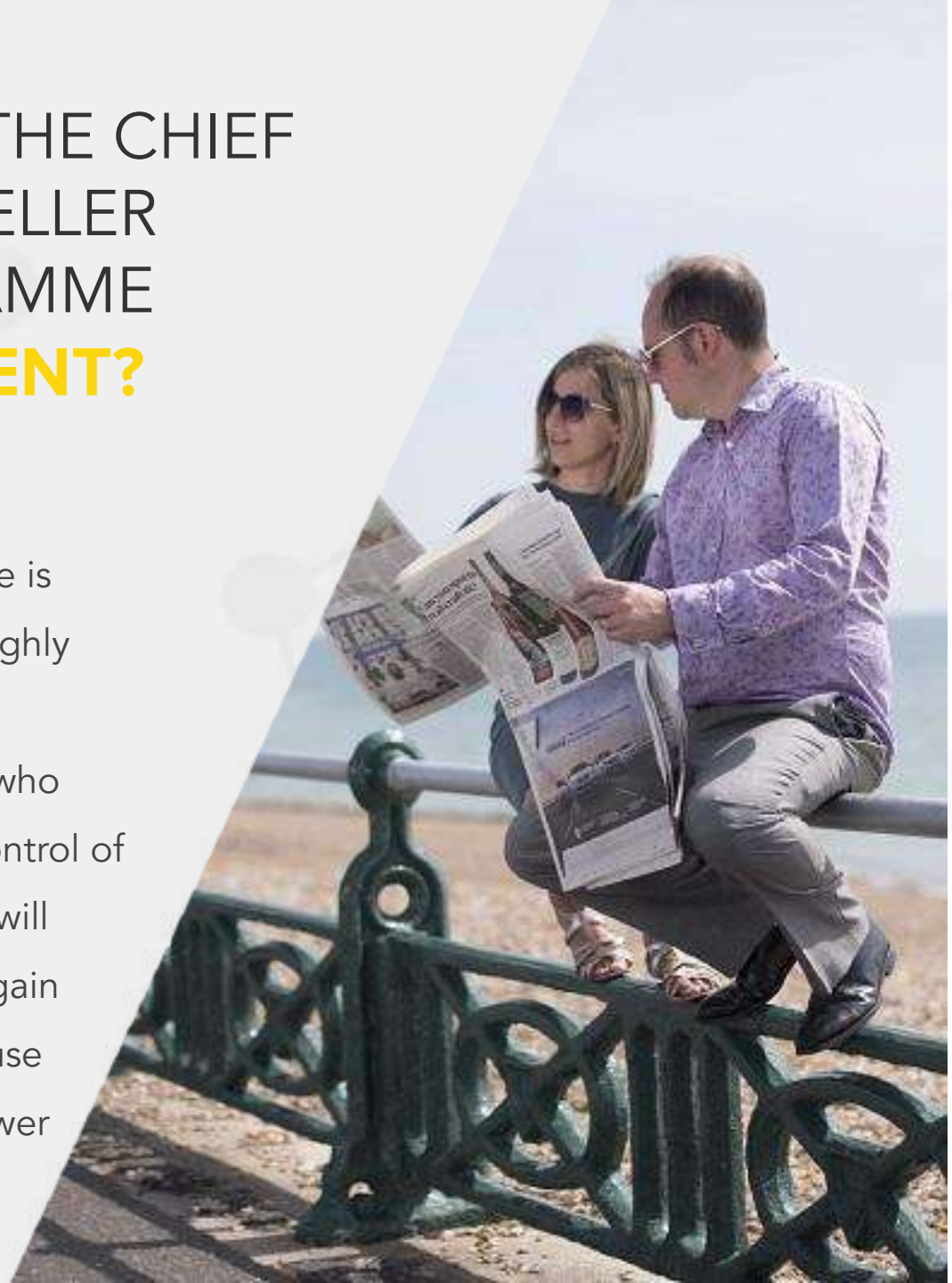
THE CHIEF STORYTELLER PROGRAMME

The Chief Storyteller Programme helps entrepreneurs change the world. It is for mission-led companies who want to use their stories to gain the attention they deserve and unlock their potential

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 you can 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

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

5. SHARE YOUR STORY

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

CHIEF STORYTELLER: JAMES HYGATE

James Hygate is founder and CEO of Bristol-based sustainable aviation fuel company Firefly Green Fuels

FIREFLY

"When we approached FSM we knew we had a great product but needed help defining our story and positioning, creating some key media assets and getting our message out to the world."

James Hygate, CEO, Firefly Green Fuels

WHAT DID WE DO FOR **JAMES**?

1. FINDING THE STORY

For Firefly, it was important to consider all stakeholders when finding a story. We wanted to show the potential for Firefly

2. CREATING THE STORY

We prepared clear, accessible copy for the new website, as well as a story which would translate to the various industries involved

JAMES' STORY

3. TESTING THE STORY

The profile of James proved immediately popular with industry press. Next we needed to harness the news cycle for greater reach

4. LEARNING THE STORY

Through in-house training session we worked with key employees to help ensure the same messaging was used by all

5. SHARING THE STORY

In December 2023, the BBC broadcast a news item which then went viral. Hundreds of global publications shared the story, including CNN

BBC NEWS

SAF

The SAF Podcast with James Hygate, Firefly

engadget

From toilets to the sky: UK startup makes waste into low carbon jet fuel

Regulators said its quality is nearly identical to what is traditionally used in planes.

THE WEEK MAGAZINE

Converting poop into fuel: How this UK company is coming out with jet fuel from human waste

'The composition of our fuel is very similar to A1 fossil jet fuel'

Web Desk | Updated January 07, 2024 22:34 IST

CNN travel Destinations Food & Drink News

Poop-powered planes: Could jet fuel made from sewage take off?

James Hygate founded Firefly Green Fuels with the goal of developing low-carbon biofuels. Firefly Green Fuels Ltd.

Mail Online Science & Tech

Scientists develop jet fuel made entirely from human POO

- Human waste can be converted into bio-kerosene which is used as jet fuel
- This fuel is chemically identical to jet fuel but produces 90% less carbon

"OUTSTANDING COVERAGE"

"Our company is now famous and has been featured on the BBC, CNN, Daily Mail and across industry media globally. FSM provided outstanding media attention and coverage ahead of a major funding round."

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

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

MINUTEHACK

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

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".

crunchbase Solutions Products Resources

5 Ways to Beat Your Sales Quota for 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.

Business Chief

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

WORLD BUSINESS REPORT

Forbes

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

Trevor Clawson

"WE SECURED $12M 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"*

PopUp

INDEPENDENT

BBC NEWS WORLD

The Telegraph

CHIEF STORYTELLER: JAMES TWEED

James Tweed is founder and CEO of Cambridge-based edtech company Coracle

CORACLE

"We hadn't gained publicity for the business before we were recommended to speak to FSM. I was also concerned how my business would be perceived by the media."

James Tweed, CEO, Coracle

Coracle
Inside

WHAT DID WE DO FOR **JAMES**?

1. FINDING THE STORY

We delved into James' previous work at Coracle, and how his experience providing courses for shipping translated to prisons

2. CREATING THE STORY

We prepared a mini bio and a fuller profile ready to send out to the press

JAMES' STORY

3. TESTING THE STORY

Before contacting any journalists, we spent time doing mock interviews with James to ensure the messaging was right

4. LEARNING THE STORY

We worked with James on how to get the message across on this sensitive topic without alienating victims of crime

5. SHARING THE STORY

A priority was building credibility with a broadsheet article in **The Times** as well as gaining a **King's Award**. More recently, James was interviewed live on **BBC News**

TECHMONITOR

UK's third 'smart prison' to open in Yorkshire

HMP Full Sutton will provide inmates with 'cutting-edge' security systems.

By Sophie Weerasuriya

PM TODAY

"Let Prisoners Learn", Say British Peop

BBC RADIO

techUK

FOR WHAT COMES NEXT

Shaping policy Accelerating innovation Develo

You're here: The UK's technology trade association > What we deliver > Insights > Digital technology can

Industry views 11 Nov 2022 by James Tweed, Philip Pearson

Digital technology ca used to slash prisone reoffending rates - he

A guest blog submitted by James Tweed, CEO of Coracle and Phil Computacenter for #DigitalJusticeWeek2022

THE TIMES

Today's sections Past six days Explore Times Radio

INFORMATION TECHNOLOGY

What I learnt... selling IT to prisons

BIG ISSUE

News Advice Culture Opinion Life

From online deals to job searches: How digital exclusion makes the cost of living even higher

BUSINESSWEEKLY

A WORLDWIDE WINDOW TO CAMBRIDGE BUSINESS, INNOVATION & TECHNOLOGY

4 August 2022 - 19:54 by Tony Quested

Coracle EdTech unlocks learning potential for inmates of 50 prisons

BUSINESS POST

Giving prisoners digital skills could help cut crime, MD says

Tech firm Coracle provides laptops for inmates to help their employment prospects

...n England and Wales - almost half the t... ...ess education in their cells due to the ongo...

BBC NEWS

Mail Online

Science & Tech

THE KING'S AWARDS FOR ENTERPRISE 2023 PROMOTING OPPORTUNITY

LONDONlovesTECH

TECH NEWS

'Prison education is key to helping inmates aim higher' says e-Learning expert

WRITTEN BY TECH REPORTER | 13TH SEP 22 3:38 PM

"TREMENDOUS RESULTS"

"We've gained tremendous media coverage which has significantly helped to grow our business. I am now very comfortable with media interviews and see it as a major part of my role."

CHIEF STORYTELLER: REBEL BUSINESS SCHOOL

Alan Donegan and Simon Paine are co-founders of the Rebel Business School, which helps people from all walks of life start their own businesses

WE 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, of the Rebel Business School

REBEL BUSINESS SCHOOL

WHAT DID WE DO FOR **REBEL**?

1. FINDING THE STORY

We interviewed the founders to learn about their business, background and unique business and financial philosophies

2. CREATING THE STORY

We generated a mini-bios, profiles and stories for Alan and Simon, combining their business history with their stories of personal growth

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 company's brand, then started to pitch their story to the media

4. LEARNING THE STORY

We worked with Alan and Simon to build the story over time and get them ready for interviews with BBC World and other media appearances

5. SHARING THE STORY

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

MINUTE-HACK HOME NEWS GUIDES OPINIONS INTERVIEWS VIDEOS EBOOKS

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

by JON CARD - Jan 17, 2017

275 236

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

SHARE THIS ARTICLE

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

Search UK edition

The Guardian

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

BUSINESS NEWS DAILY

BBC NEWS WORLD

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

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 Kyt Fitz

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 Rebel 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 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

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

DAILY STAR

Workers across the UK encouraged to go home on time today

fsb CELEBRATING SMALL BUSINESS AWARDS

The Telegraph

Business | Women in business

Business · Women in business

Women benefit from workplace mental health champions

THE Sun

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

BBC RADIO

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 OUR 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

4. LEARNING THE STORY

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

5. SHARING THE STORY

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

The Telegraph

HOME NEWS SPORT BUSINESS

Business | Taking care of business

Business › Taking care of business

How to sustain a business at its optimum size

Maki

Small
is a pos

Busine
adviser
to have
are to r

HUFFPOST

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

CNN World | US Politics | Business | Entertainment | Sport | Travel | Style | Health | Video International Edition

Sailing around the world -- with three children

By Danielle Rossingh, for CNN

Updated 1412 GMT (2212 HKT) April 30, 2018

THE GOOD SCHOOLS GUIDE

The Guardian Labs

Selling yourself: a guide to pitching and presenting

The Telegraph

Telegraph Connect

How to create Gareth Southgate-style 'super teams'

in association with NatWest

THE Sun

Ask the expert

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

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

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

BBC

JON CARD

Co-founder of Full Story Media, 20 years writing about entrepreneurs for the Guardian, Telegraph & Times

THE TIMES

theguardian

The Telegraph

CORINNE CARD

Co-founder of Full Story Media, BrightonSEO speaker, 20 years' media experience

match

drinkaware

atom 42

THE HUFFINGTON POST

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**.

"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

"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

"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

PopUp Business School

d&t

Innovate UK

CIN CIN Italian Bar & Kitchen

CAFFEINE Stimulating Business

brightonSEO.

SQUARE ENIX

"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

"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

JOHN BROWN

Mother&Baby

Ordnance Survey

The Telegraph

THE TIMES

BBC

theguardian

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