

New Interview Series Launched – Dedicated to **YOUR BRAND**



Want to showcase your Brand and business story to a global audience in 54 countries? Explain your company or Personal Brand story (& receive your own master recording)? Now there's a show to do just that: Welcome to the new podcast series '**Brand Strand**'.

Hosted by **professional business broadcaster** and **Personal Impact Expert CHRIS GRIMES**, the series has a strong and established storytelling format to encourage guests to amplify their brand.

'Brand Strand' reaches **2 million people** and, as part of 'The Good Listening To' series, it offers you a great opportunity to promote your business. The show is ideal for entrepreneurs, Directors, SMEs, MDs, Marketing Heads, coaches & consultants, fitness & leisure companies, clinics, sole traders, lifestyle mentors, therapists, gyms, Pilates & Yoga studios, dieticians & nutritionists.

Chris works with many blue-chip companies (see logos below), so you'll be in experienced hands. In your uniquely formatted 45-minute conversation, he'll ask: 'What is your brand?', 'What's the story behind it?' and 'Why do you do what you do?'. This **high-value, low-cost** recording then allows you to:

- **share** your Brand story with stakeholders, board members, in-house teams, at your AGM
- **also use it to attract new clients and investors to win sales and raise your profile**
- **promote your Personal or Business Brand to secure growth and increase profits**



THE GOOD
LISTENING
TO PODCAST



GO PUBLIC On LinkedIn/Facebook, podcast platforms, Vimeo, social media to reach UK & overseas audiences on Chris's **UK Health Radio** show, total **nearly 2 million viewers/listeners in 54 countries**.

STAY PRIVATE Use the master recording of your interview to edit as many snippets as you need, for conferences, team, shareholder & investor briefings, social media or to record your legacy for posterity.

J.P.Morgan



For more information please contact brandstrand@secondcurve.uk or +44 (0)7711 644 094