

# DIARY OF A PERSONAL BRAND

Personal Branding  
Podcast hosted by  
Carole Pyke



We all like the idea of exploring the pages of someone else's diary. That sacred space, where they share their inner most secrets and things about themselves that we have no other way of knowing.

Diary of a personal brand invites you to take a sneak peek behind the scenes, exploring the trials and triumphs, of a personal brand with some tips and techniques thrown in for good measure.

Join Carole Pyke, aka The Personal Brand Storyteller, as she navigates her way through the corridors of power and possibility.

Eavesdrop on some of her conversations and meet some of the people she encounters along the way.

You will leave feeling inspired and encouraged and you may even pick up a trick or two.

Diary of a Personal Brand is broadcast weekly on a variety of platforms. It combines elements from Carole's Personal Brand Diary, topical items and occasionally a Personal Brand conversation with someone who has a tale to tell.

Each episode will be accompanied by a topical cheat sheet designed to help you and your brand take action.

**If you have knowledge  
let others light their  
candles in it** Margaret Fuller

Carole Pyke is the Personal Brand Storyteller at Words that Deliver, a personal branding consultancy, working with female executives and entrepreneurs to build bold personal brands that get them noticed, so they stand out in the crowd and get paid what they are worth.

Carole sees personal branding differently. She sees it in terms of story, the story you start to tell the moment you show up – in person or online – and all before you utter a single word.

Carole believes your personal brand is all about you so that it can be all about them.

She is passionate about helping women discover their story, develop the narrative and deliver their authentic selves to the world.

CAROLE PYKE