

Storytold™

The Storytold Reputation Audit

Ensure your authority is protected online.

LinkedIn is not social media.
It's a Public Reputation Ledger.

Social media is for everyone.

A Public Reputation Ledger is for Executives.

DEFINITION

A ledger is a record of transactions. Your LinkedIn profile is the public record of your authority. Every interaction, insight, and post is a transaction.

PROBLEM

Most leaders have a messy public ledger. Their record is sporadic, understated or worst of all, non-existent, and vulnerable to being defined by others.

REALITY

In 2026, your reputation is a tangible asset. Your most important asset. It makes you stand out as a leader in a world dominated by AI.

The mechanics of reputation

The most successful leaders don't just 'post'.
They position. Because they know that every
post either grows or reduces their reputation.

Reputation **deposits**.

These add to your public reputation:

AUTHENTIC STORIES

Sharing something personal about yourself that shows you're human. Showing a more 'vulnerable' side of yourself is powerful and increases your trustworthiness.

STRATEGIC CLARITY

Explaining expert industry trends or specific knowledge in simple, peer-level language. Authority grows when you can explain a complex problem, clearly.

PROOF OF LEADERSHIP

Sharing a unique worldview that challenges the status quo. Demonstrating decisions with belief and conviction, then showing the expected results.

Reputation **withdrawals**.

These detract from your public reputation:

C O R P O R A T E J A R G O N

Using "safe," hollow language signals that you have nothing original, interesting or insightful to say.

I N C O N S I S T E N T F R E Q U E N C Y

A ledger with gaps of nothing for days or weeks, prevents you being 'front of mind' and signals a lack of systemised leadership.

S E L F P R O M O T I O N

Selling rather than Positioning. The best leaders don't pitch. They provide new, often unique perspectives.

U S I N G C H A T G P T

The mindset of "I'll just get AI to write it for me" is the biggest damaging factor for any leader. AI posts destroy your credibility.

To maintain your reputation, you need to audit it regularly.

Your reputation is an asset, so you must understand how to look after it. A large part of that comes from regular audits:

Google's First Impressions

Goal: Determine if you exist, and if you look credible.

- 1) The visibility test:** When you search your full name [& industry], do you appear in the **top 3 results**? **Further down**? **Not at all**?
- 2) The skim-read test:** Read the visible text under the links. Is the language **relevant and positive**, **neutral/bland**, or **irrelevant**?
- 3) Consistency:** Do all the **descriptions make sense together**, are they **similar but disconnected**, or do they **say conflicting things**?
- 4) Are you a bankable human?** Do images of you appear in the Images tab? Are they **professional**, **obviously AI**, or **Insta selfies**?

Score yourself honestly:
(otherwise what's the point?)

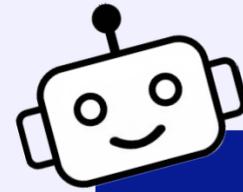
3 ● 2 ● 1 ●

3 ● 2 ● 1 ●

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3 ● 2 ● 1 ●

1. First Impressions Scorecard



9-12

You dominate on Google with a clear, consistent, authoritative narrative.

5-8

You appear, but the information is outdated, inconsistent or generic.

1-4

You're not seen as a leader. Invisible, or confused with someone else.

Copy & paste this prompt into ChatGPT along with the text from your top 5 Google results.

Act as a high net worth investor looking for a partner. I have just Googled this person and these are the top 5 search snippets I found: [PASTE GOOGLE RESULTS HERE].

Based only on this text, tell me:

- 1) What does this person do? (be honest if it's unclear).*
- 2) What is the tone of their digital footprint? (e.g. professional, creative, friendly, or incoherent).*
- 3) On a scale of 1-10, how likely are you to trust them with £50,000 based on these snippets alone? Explain why, and identify what is causing a lack of trust.*

LinkedIn Profile Authority

Goal: Assess if your profile sells a human, or is just a CV.

- 1) Headline Hook:** Does your headline state credentials and **outcomes you provide**, your **job title**, or **nothing relevant at all**?
- 2) Visual Hook:** Does your banner image **explain your USP in 3 seconds**, a **generic "I do this" statement**, or is it a **stock photo**?
- 3) About Story:** Does your About section **tell an engaging story**? Does it say **"I" a lot**? Or is it a **big wall of text about your career**?
- 4) Your Featured CTAs:** Do you have **2 clear CTA images**, are you **featuring 'viral' posts**, or is there **no 'Featured' section at all**?

Score yourself honestly:
(otherwise what's the point?)

3 ● 2 ● 1 ●

3 ● 2 ● 1 ●

3 ● 2 ● 1 ●

3 ● 2 ● 1 ●

LinkedIn Engagement & Tone

Goal: See if you appear like a human, a corporate shill, or AI.

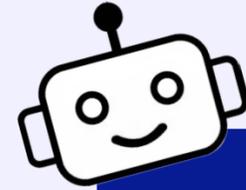
- 5) **Selfishness:** Look at your last 5 posts. Do they **all add value to others (and tell a story)**, just **show off your achievements**, or are they **random, with no consistent tone**?
- 6) **Engagement and authenticity:** Do you react to, and comment insightfully on, others posts on LinkedIn regularly? **Only reply to the comments on your own posts?** Or just post and ghost?
- 7) **Social Proof:** Are there **at least 10 recommendations** from credible peers in the last six months? **Fewer than five? None?**

Score yourself honestly:
(otherwise what's the point?)

3 ● 2 ● 1 ●

3 ● 2 ● 1 ●

3 ● 2 ● 1 ●



2. Your LinkedIn Leadership Score

17-21

You're a highly investable leader, with high engagement, a clear narrative, and a strong identity.

9-16

You're active, but noisy. Good content, but you lack a clear offer or cohesive story.

1-8

Your LinkedIn is just a CV. Dry, corporate, with no personality. You're not seen as a Leader.

Copy & paste this prompt along with your LinkedIn 'About' section & your last 3 posts.

Act as a brand strategist. Analyze the following LinkedIn 'About' section and recent posts: [PASTE BOTH HERE].

Critique them on:

- 1) Clarity: Is it immediately obvious what problem this person solves?*
- 2) Tone of Voice: Is it real, authentic and conversational, or stiff and corporate?*
- 3) Differentiation: What makes this person sound different from 100 other peers in their niche?*

Give a brutally honest score out of 10 for how memorable this personal brand is.

Your Website Positioning

Goal: Does your site match up to Google and LinkedIn?

- 1) The Grandma Test:** Read the title on your homepage. Does it clearly show what you do and who you do it for? Does it use corporate jargon? Or would your grandma not 'get it'?
- 2) The Why:** Is your Mission/Vision clearly visible throughout the homepage, buried on the About page, or missing entirely?
- 3) Empathy Mapping:** Does the website clearly understand the clients pain points (what you exist to solve)? Does it focus more on your service or features? Or does it ONLY talk about you?

Score yourself honestly:
(otherwise what's the point?)

3 ● 2 ● 1 ●

3 ● 2 ● 1 ●

3 ● 2 ● 1 ●

Your Website Positioning

Goal: Does your site match up to Google and LinkedIn?

- 4) **Are they REAL?:** Are there **high quality photos of the CEO & team**, **no photos at all**, or **stock photos of people shaking hands**?
- 5) **Visual Hierarchy:** Is the **design clean, with plenty of space**? **A bit too busy**? Or **cluttered with too much text**? (clutter = confusion).
- 6) **Social Validation:** Do testimonials include names, photos, and **specific results** ("increased sales by 20%"), are they **generic** ("great guy"), or do they not exist on the website at all?

Score yourself honestly:
(otherwise what's the point?)

3 ● 2 ● 1 ●

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3. Your Website Reputation Score

14-18

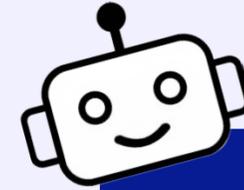
Your site is an experience with immersive storytelling, a clear user journey, and high visitor trust.

8-13

Functional but forgettable. Good info, but no emotional connection. No reason to buy from / invest in you.

1-7

Your website is neglected, and people can tell. This turns deals away and back to Google.



Copy and paste this prompt, along with the text from your Homepage.

Act as a skeptical potential client. I'm reading this website homepage: [PASTE TEXT HERE].

- 1) The 'So What?' Test: For every claim made in the text, ask 'So what?'. Does the text explain the benefit to me?*
- 2) Trust Gaps: Point out any areas where the claims sound exaggerated or vague.*
- 3) Mission Clarity: Summarize the company's mission in one sentence based only on this text. If you can't, tell me."*

Tell me honestly if I should buy from this company as a skeptical potential client.

Now you see how the internet sees you.

Your online reputation is not something to ignore.

Your Reputation's Trust Score

Add your scores from each section. Where does your reputation sit?

1-19
A GHOST

High Risk. You're losing business because people can't verify you.
Urgent: Completely overhaul how people see you. Start by revisiting your foundational values. Why you exist & how you help others. Seek expert assistance, as getting this right alone takes years.

20-39
JUST NOISE

You are visible, but blending in. You compete on price, not value.

In the next few weeks:
Refine your story, upgrade your visuals to be more authentic, sharpen your messaging, and make sure it's consistent.

40-51
AUTHORITY

Low risk. You're a true leader.

In the next few months:
Now scale what you're doing, to focus on turning your reputation into even higher opportunities. Refine high-level thinking to leverage more deals.

So what now?

**If you want to survive
in 2026, your reputation
needs protecting.**

What are you going to do?

Do nothing

Continue to let the market define who you are, and miss countless deals & opportunities to reputable leaders.

Do it yourself

Use the advice within this audit to make all these upgrades yourself. Within a few years, you'll catch up.

Do what Leaders do

Partner with a team who grow your reputation & attract inbound opportunities, while you focus on leading.

To grow your reputation, you need Storytold™



Jack
The Leader



Aneka
The Writer



Tash
The Designer



Louis
The Manager



Gabby
The Writer

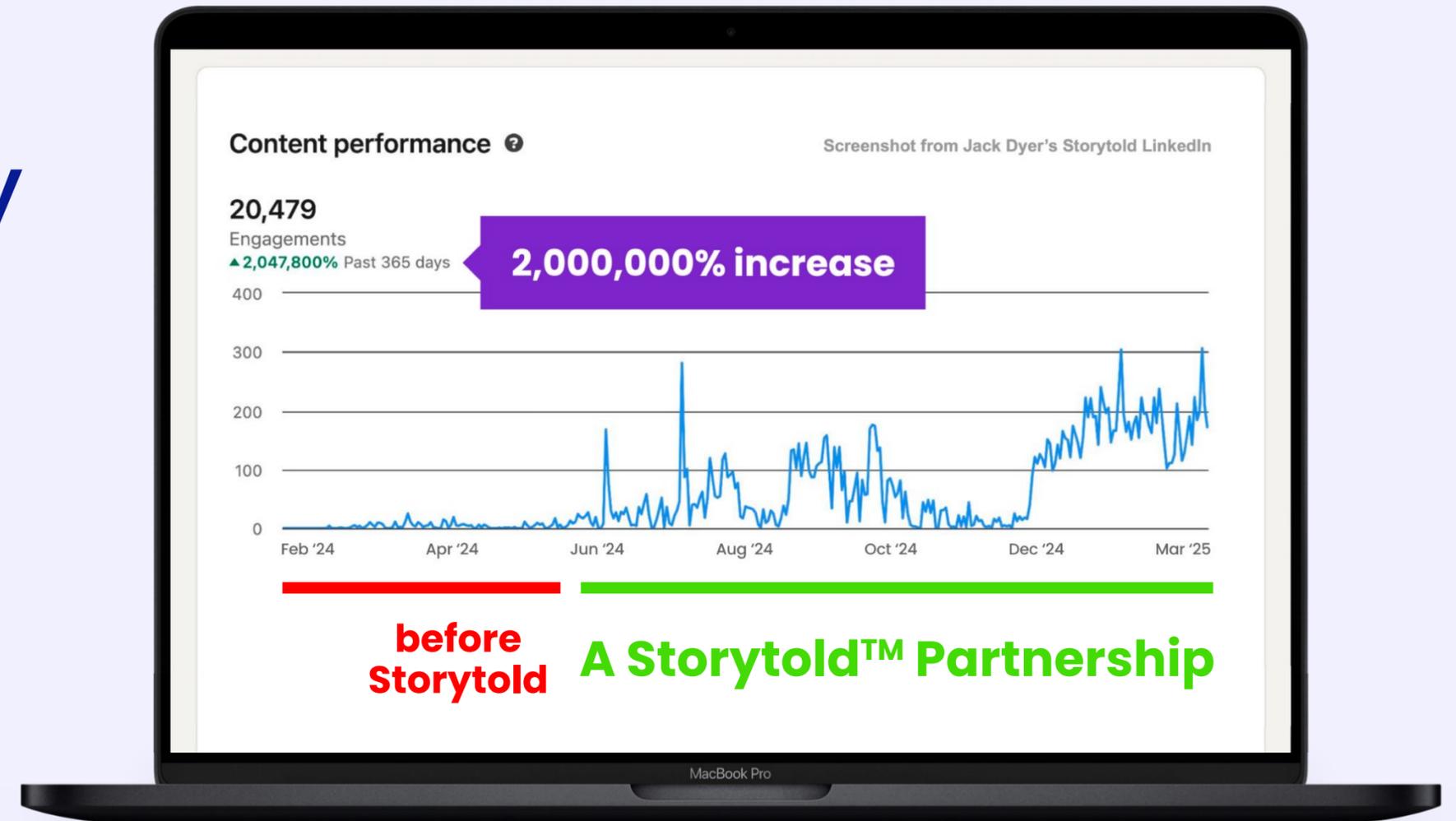
Your biggest asset is your reputation. Your second biggest is time. Growing your reputation the right way takes time.

But it doesn't have to be YOUR time.

Your Reputation Growth Partner

You lead and inspire your business.
We run your Reputation Ledger (LinkedIn).

Opportunities only
come to Leaders
with a strong
reputation.



We make you the
most **trusted Leader**
in your industry.



**Justin Kramm,
CEO**

*CEO of Shitshow Creative,
Global Shit Stirrer and
Comedy Writer*

“Jack Dyer and the Storytold team helped me go from 3,500 followers to 15,000+ in just 5 months. He’s warm, hilarious, and somehow also brutally honest in the exact way that makes you better instead of defensive.”

**“The team’s work is deeply strategic:
I recommend them wholeheartedly.”**

★★★★★ August 2025 – January 2026



Hana Skomra-Budré
CEO of MutableFuture

It was a gloomy April day. The overcast sky promised storm and thunder when I met the dazzlingly dashing, daringly handsome Jack D. Little did I know my branding salvation awaited.

Our first call was surgical. Jack asked questions that would haunt me for months, each one peeling back layers of my professional facade. When I finally dared to press that "join meeting" button again in August, I was ready for the full consultation... Or so I thought.

"Your profile needs serious work," he stated, somehow making brutal honesty feel like a warm hug. This man doesn't dance around with corporate euphemisms. He serves truth. But behind that feedback lay a treasure trove of actionable insights.

In just one session, Jack delivered the kind of clarity that hits like your first coffee at dawn. His recommendations were as practical as they were powerful - each one a perfectly baked solution to problems I didn't even know I had. If you're tired of blending into the LinkedIn wallpaper, Jack's your guy.

He turned my professional narrative from "meh" to "memorable" faster than you can say "personal brand optimisation." Would recommend getting professionally roasted by Jack again. Best branding intervention I never knew I needed. May turnip power be with you!

★★★★★
25/08/25

Harry Ives
Councillor Harry Ives

Jack designed a poster for a small music festival I'm organising. Within 24 hours his poster had generated eight new stalls! Would thoroughly

Alex Beeching
Chief Videographer

Seldom have I met anyone as cool as **Jack Dyer**. Having met you in person, you are one of the most interesting people I know. Humble, witty, and highly creative. I'm so glad our paths have crossed.

★★★★★
09/10/25

Alicja Macudzinska
Designer, Interactive Schools

Jack is such a delight to work with. With all his knowledge and passion, he inspires people to do more and push harder for their goals in the best way possible. On top of everything, he is the kindest and most empathic person who truly believes in his mission. He is without a single doubt a very knowledgeable and inspirational character.

★★★★★
15/04/25

Tania Friedlander, LL.B.
CEO of Higherwork

Working with Storytold has been the easiest and one of the most enjoyable experiences I've had. From our first meeting, they demonstrated an uncanny ability to anticipate exactly what our company needed, sometimes before we even realized it ourselves. Their team consistently delivered and captured our vision perfectly. What truly sets Storytold apart is their comprehensive approach to support. They weren't just creating deliverables - they were genuine partners invested in our success. I've worked with numerous agencies over the years, but Storytold's level of professionalism, creativity, attentiveness and dedication is truly unique. **They've raised the bar for what a partnership should be.** If you're looking for a team that combines exceptional talent with authentic care for your business outcomes, Storytold is the clear choice.

★★★★★
24/04/25

Hayley Porri
Executive at Willans LLP

What I love about Jack is his positive attitude and people-focused approach. He's a real expert in UX-led design, but he's also brilliant at getting to know his clients and their businesses.

Jack has the ideal combination of qualities - he's naturally relaxed and flexible, as well as thorough and professional. Once you've found him, you won't want to let him go!

★★★★★
07/10/21

James Flight
Co-Founder at Sail Homes

Jack has become our go-to UX guy. What makes Jack great to work with is his understanding of what is important to the business. This allows him to remain pragmatic and flexible, leaving you safe in the knowledge that what he produces will not only look great, but also fully address the business problem the design is trying to solve. I would recommend Jack without hesitation!

★★★★★
15/03/23

Jamie Cole
CEO of Sail Homes

I'm truly grateful for all the incredible work Jack does. It's top notch. Jack helped take a raw startup and contribute to it being a business capable of scale.

Thanks to Jack, we are way more customer-centric than we've ever been. And his hard work has a positive, never-ending ripple effect as more around us embrace customer centricity.

If it wasn't for his efforts, we wouldn't be where we are today!

★★★★★
15/03/25

Tracey Stones
Managing Director, Clearwater Financial

Cassandra Toroian
Co-Founder & CEO of Ruley, the E-Referee

Jack is a wonderful and creative partner to have in your camp. He listens, and has a great ability to then turn your conversations into meaningful messages and stories that actually have a soul. Hardworking and professional his new company is off to a great start because of his passion and commitment to his clients.

★★★★★
29/05/25

Natalia Gasior
Senior UI Designer, Interactive Schools

It was a pleasure working with Jack, and I'm not at all surprised he's moved on to bigger things - the entrepreneur he is! Jack's genuinely passionate about UX and always brings conversations back to what really matters: what the user needs and how to make their experience better.

He's not afraid to challenge the status quo, and he always backs it up with thoughtful reasoning. He is great to collaborate with and makes every workshop more creative and enjoyable, turning even the mundane topics into interactive exercises and passionate debates.

I'm excited to see his company grow - Jack is the kind of person who'll give everything to deliver great work for every single client.

★★★★★
12/05/25

Beth Molinari
Corporate Therapist In Canary Wharf

I really want to emphasise how happy I am about your work. I'm getting my dream LinkedIn profile, and I'm 100% happy with what you and your team have delivered so far, thank you! I loved everything Jack presented on Tuesday and the way you've managed everything. You and your team have made the impossible possible. I can hardly wait to see the rest!

Katie Chambers
Director of Beacon Point LLC

Natasha is an excellent designer, helping you tell your story and stay on brand. And she's willing to work with you to get it right when you have feedback on the initial designs. She gave me three design choices for everything, and it was so hard to choose because they were all great! I need three profiles now so I can use them all. She gets your brand and tone right in the designs and really cares about ensuring they help tell your story.

★★★★★
06/10/25

This is not a service. This is a partnership. My team and I are truly invested in your success.

Leyla Holmes
Leading Founders to Identity Shifts

Working with Jack was an absolute joy. From the very first conversation, he listened so intently it felt like he could see the vision I hadn't even fully articulated yet. He has this rare ability to tune in, ask the right questions, and uncover the details that make all the difference, not just in design, but in how the whole story of your brand comes to life.

What struck me most was how deeply he focused on value. Every suggestion, every tweak, every idea was rooted in making it better for me and making sure it truly reflected my work and personality. There was zero ego in the process, just genuine care to deliver something exceptional.

And yes... thanks to Jack, I now have an emoji in my LinkedIn profile, something I never thought I'd do, and I absolutely love it. If you want someone who will not

Gary Atkin
Head of Digital Transformation and Technology

Jack is excellent to work with. He takes the time to understand requirements and proactively challenges assumptions with new approaches. His work is of superb quality and always impresses - I'd absolutely recommend working with Jack for his positive attitude, excellent abilities, and high-quality designs.

★★★★★
2018

Gemma Helyer
Senior Product Designer

Jack has a passion for UX design and has a pixel-perfect eye for detail. He goes into firm detail about his target audience and delivers this towards his work. He's also very punny! (yes i did mean punny not funny, but he is also a very funny guy) & will go out of his way to make you laugh, very caring person who's willing to help with any problem you are facing.

★★★★★
29/08/2016

George Taylor, CFA
Director of Blincoe Financial

Jack takes time to understand me and my design needs. He is extremely thorough and the designs he's come up with have been awesome. I just want to say thank you so much Jack for your work on the website. You were really helpful at the outset of this journey and I'm immensely grateful.

★★★★★
03/06/25

Guillaume Jouvencel
Host of "Consulting Leaders", Top 10% Active Podcasts Globally

Had the pleasure of hosting Jack Dyer from Storytold™ on Consulting Leaders, where guests go through a thorough selection process. What stood out about Jack is how naturally he blends design, storytelling, and psychology. The way he pulls real human stories out of busy leaders and turns them into meaningful

Kate Fletcher
DIAL Global

Working with Jack at Storytold was a game-changer for me. I thought I needed to be corporate: polished, and "professional". Jack stopped me in my tracks.

He simply said, "No. Be YOU." He saw that I had stories to tell and a sense of humour that didn't need to be hidden behind corporate jargon.

He encouraged me to write in my own voice, with my own style, and gave me the confidence to show up authentically. I left our conversation buzzing with ideas, unable to sleep because I was so inspired. I made a list of all the things I wanted to share, and for the first time in a long time, I felt excited to put myself out there.

Jack doesn't just give you advice; he gives you permission to be yourself, and the tools to do it well. If you're looking for someone who can cut through the noise, help you find your voice, and give you the confidence to use it, Jack is the person you need. Thanks Jack!!!

★★★★★
10/08/25

Katie Chambers
Director of Beacon Point LLC

Jack! Famous for his little dancing man and that vibrant pink, brings so much fun to every call. He's quick to compliment what's working and just as quick to tell you what's not. It's authentic and real. You never feel like he's buttering you up to sell you something; when he says something isn't working, you know it's true.

★★★★★
07/10/25

Suzanne Shrekast, MA, MS
Strategic Comms, Greenwich Country Day School

Worked with Jack before Storytold: "What an absolute pleasure and delight it is to work alongside Jack. When I was very new in my role at an independent school, Jack flew over to the States for a site visit and a week-long shoot on our campus where he was a producer on several different content gathering projects.

Whether it was working with students, gently directing them to make sure we got the soundbites and shots we needed, or even educating me on the types of content that work best for academic websites, Jack was a super professional and extremely insightful.

Among other things, what really stood out to me about working with Jack was his ability to keep considerations for all channels front and center. For example, when we were capturing still images of a student working with robotics, Jack was very cognizant of the school's web design and our style choice of right

Kate Harding
Midweight Designer, Interactive Schools

It was an absolute pleasure to work with Jack during his time at Interactive Schools. He always wanted the best for his coworkers by helping with projects whenever possible. He taught me it was okay to navigate professional life in a different, quieter way. He also taught me skills in UX and how to implement them, and always provided soft, constructive criticism when we worked on projects together. The team and company you are building Jack, are lucky to have you!

★★★★★
21/07/25

The dedicated team who get your Storytold:



Storytold™

Ready to turn your reputation into opportunities?

Storytold™ Partnerships start from £1,750 / \$2,300.

We'll turn your authority into opportunities.

**Request your Private
Authority Consultation**

