

Carole Ann Rice

Coach Writer Broadcaster Author Commentator

PR and Media Expert



Carole Ann Rice

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- Over 20 years television, radio, print media and PR expertise and experience
- One of the UK's leading life coaches and personal development experts
- Top Tips - able to create user-friendly hints and tips for consumer press
- Quotes
- Personal development issues
- Relationships
- Diets, energy, health and well-being
- Mind/Body/Soul
- Fashion and Lifestyle Trends
- Confidence and self-esteem issues
- Feel-good stories
- Case studies
- Career change
- Same day quotes and turnaround stories



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Carole Ann Rice – Life Coach, Author and Broadcaster



Press & PR Expert

I am the first expert voice the Press turn to for comment, quotes, top tips and case studies on all aspects of lifestyle and personal development.

Using a combination of wit and wisdom and my sound journalistic background, I go the extra mile and provide value with my memorable presence and expertise on all aspect of lifestyle and personal development.

I have been an expert spokesperson in a wide variety of **PR campaigns** and have an innate and commercial understanding of what journalists want and how to create sound bites and top tips for television and radio. I can work to very steep deadlines with instant response.

This is due to my background which is imbedded in over 20 years of print media, television and radio. Before I re-trained to become a coach I was an award-winning journalist as **Fashion and Lifestyle Editor** of the *Birmingham Post* and as a freelancer I have written for *The Sun*, *The Mirror*, *The Express*, *The Independent on Sunday* and *She* and *Red* magazines.

Life Coach

I am one of the UK's leading life coaches who has literally turned around the lives of scores of people of all ages and all over the world from Kazakhstan to the Cayman Isles in the past 8 years.

I have appeared as a coach in many national publications from *The Sunday Times Style Section*, *Harpers Bazaar*, *Metro News* and *Cosmopolitan* to the *Daily Express*, *She* and *Red* magazines among other titles.

I coach everyone from scientists, lawyers and premiership footballers (with sex addictions) to GPs, mums at home and all types of people hitting a life crossroads or who want more from their lives.

Corporate coaching clients include: London School of Economics, National Children's Bureau, Play England, McCann Erciksson, RSCG (Worldwide), Credit Suisse.



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Author

I am also the co-author of the career change book **Find Your Dream Job** (Marshall Cavendish) along with Sarah Wade which was featured on the World Service and Vanessa Feltz' Radio London.

Campaigns and PR Work

I have worked for a variety of prestigious clients for national campaigns over the years. These include:

Bighams Chilled Food - "Distracted Diners" campaign, Radio and press interviews on the importance of sharing a romantic meal with our partners

Boehringer Ingelheim – Jungle Bowels "Stress at Christmas" campaign

Covonia - How avoiding stress can prevent you catching a cold

Visa – Love Every Day Campaign (96 and 97), Meet the press, launches, PR quotes, press release content

M&S – Radio and press release content

Glaxo Smith Klein – 3 days at The Vitality Show on the Migraine Makeover Stand

Learning and Skills Council/Careers Advisory Service – Radio and press release quotes and content

The Happy Egg - Report and survey quotes and press release content

Lemsip All In One – Press release content

Monster Recruitment – "Bring Back Lunch Hour" – Radio, press release and website copy writing

Agencies:

GCI

Hill and Knowlton

Kudos

Pegasus PR

Red Communications

Staniforth PR

Story PR

The Spa Way

Virgo PR

"Carole Anne provided valuable insight to our campaign and her enthusiasm and professionalism made our events a success!"

Cristina De Parres, Corporate Communications Manager, Visa Europe.