

CHELSEY BAKER is recognised as one of the UK's leading female entrepreneurs and for her work in broadcast television, pioneering innovative TV formats and implementing multimedia strategies. She is a business strategies advisor to many Blue Chip companies as well as a consultant to some of the leading names in television.

I have always been self-employed – from day one I knew that I was more than capable of being my own boss. I had the dedication and drive to do what I wanted and this applied to all stages of my career. Everything I have done has been accomplished with a tremendous amount of hard work and effort, whether it be presenting on TV, writing a script, teaching a student how to trade the stock market or consulting to one of my clients. Each job has been invaluable in teaching me what I needed to know in order to move forward, giving me a greater understanding of where I wanted to be in life.

Launching my own company, Success Media, allowed me to combine my media consultancy work with providing specialist high-end creative services. My solid partnerships with leading media and technology companies have given me invaluable relationships with key experts in every media field, so it was a natural progression to set up the business and provide high-level consultancy and project management services across all media platforms.

Having a work-life balance is something I've had a great problem with in the past. Since launching Success Media I've been able to control the projects I take on and work from anywhere in the world – although this doesn't mean that I don't work as hard. The fact that I remain in control and am not subjected to a nine to five routine gives me the greatest satisfaction; I am able to take on board projects that I am passionate about rather than those which I don't enjoy.

Women are realising that it's not just men who can have the high salaries and job satisfaction. They are making serious inroads in business today and employers are taking note of this new trend. Women-owned businesses have doubled in the last ten years and it shows that those who believe in themselves can achieve the same results as their male counterparts, if not more. There are so many opportunities available today for anyone wanting to launch their own company; organisations now offer business support and advice, and an increasing number of women are joining networking meetings. The highest number of female start-ups is based in London; women are building up

Photo: Mike Bryant



Success Media
www.chelseytv.com
www.successmedia.tv

property portfolios and capitalising on the information superhighway in order to sell their products and services online. Access to finance is more readily available with Angel investment companies, and TV shows such as *Dragons' Den* are fuelling female enterprise.

In five years' time I am looking to set up an event organising and PR division to Success Media to make the company complete in all aspects of media services. I get a great deal of personal satisfaction in advising budding entrepreneurs, and it is this passion which led me to write my book *Success for Life*, which will be published next year. As a businesswoman I am keen to build up a brand that gives me endless possibilities to launch various products and branch out into other areas. Whatever I decide to do, I will enjoy the journey along the way. ■

“ WOMEN ARE REALISING THAT IT'S NOT JUST MEN WHO CAN HAVE THE HIGH SALARIES AND JOB SATISFACTION ”