

Chelsey Baker

Another female entrepreneur talks to the Marketing Team about her favourite stationery and women in business.

What is your current business and what are you recognised for the most.

I am recognized as a leading Entrepreneur and for my work in broadcast television, pioneering innovative TV formats and implementing multimedia strategies. I launched several TV channels – firstly 'The Advert Channel' which propelled me into the media spotlight with the world's first 24 hour TV station dedicated to Adverts! Followed by the hugely successful 'Your Destiny TV,' Britain's first ever Live Psychic TV Channel where I created the concepts and also presented many of the shows. I am a writer for numerous magazines and a business strategies advisor to many Blue Chip companies as well as a consultant to some of the leading names in television.

I have recently launched Success Media which is already a fast growing and innovative multimedia company providing specialist high end creative services. Our services have enhanced the image and success of many leading brands and gained us recognition as being at the forefront of technology and creativity within the media arena producing commercials, corporate DVD's, content for television and IPTV.

Do you think business is changing and adapting to accommodate women in business?

Women are becoming increasingly more successful in the workplace and holding a higher percentage of managerial and executive jobs than in the past and they are realising that it's not just the men who can have it all, women can also achieve anything and everything if they just put their mind to it. Women 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 or so and it shows that women who believe in themselves can achieve the same results as our male counterparts, if not more.

What are your aspirations?

Launching Success Media allows me to combine my Media consultancy work with launching other divisions which I hope to do next year so adding Media sponsorship and PR services



Laura Tilley and Chelsey Baker

will make the company complete in all aspects of media services. I am currently writing my book, "Success for Life," which will be published next year and will be launching a DVD which focuses on teaching private traders how to trade the Stock Market. Whatever I decide to do I will pursue it with unrelenting determination.

What is your favourite item of stationery? and why?

My favorite item is Viking Imperial Paper; I have always used this paper and find it an excellent multifunction paper that allows me to produce quality reports and documents without paper jams, even when I'm printing off over 200 pages at a time. It's great value as well.

Being involved in the fast paced world of media means that I often need to buy computer supplies and electronic accessories quickly. Viking has such a huge range of office technology that allows me to buy USB drives, cables, PC accessories, cameras or whatever else I need and have them delivered the next day free of charge. This means I can run my business without having to worry if my goods will arrive in time. My favorite item that I purchased was my Canon IXUS digital camera which allows me to take wide angle photos with a flash free option which is very useful when I'm filming. The Lexmark X9575 inkjet all in one has been a great investment too which allows me to print, fax, scan and copy from anywhere in my office due to its wireless capability and it came with a fantastic 5 year warranty. That's why I can buy in confidence with Viking Direct, their customer service is unrivalled and they offer a free 30 day trial on all products which makes my life hassle free and saves me so much time in having to shop around for bulky items.