

"Unless you can communicate your message clearly with the correct use of words, tone and body language, your business will fail at every level"

Business Model
& Media Mentor

Chelsey Baker

Chelsey is a leading business mentor and communications expert with over 20 years experience in media.

You started trading on the stock market at aged 19 – how did you get into it and how did you learn to do it?

I was always fascinated by the stock market but never knew where to start until I was recommended by a banker friend to purchase a financial spread betting course by Vince Stanzone. The trading techniques I followed were simple and easy to follow regardless of market conditions, which is the main reason why they still work well today. Learning to manage your emotions is key to successful trading and really comes down to psychology; no-one likes to admit they are wrong yet in trading being wrong is just part of the business.

What has been your most ambitious business venture to date?

Well there's been a few that go way beyond ambitious as I have a tendency to go where others fear to tread! Launching the world's first ever 24 hour TV channel dedicated to adverts, followed by Britain's first live Psychic TV channel broke the boundaries in pioneering ideas.

Recently I teamed up with Dragons' Dens Richard Farleigh to create "The Business Model" competition, a cross between Dragons' Den and Britain's Next Top Model. My focus was on female enterprise; helping young women realise their true potential through business acumen, commercial know how and drive. The winner walked away with over £20,000 in prizes and private business mentoring from Richard and myself.

Is there anyone who has had a measurable impact on you?

I've had the privilege of working with many high profile entrepreneurs and I've found they all have a similar skill set of self belief, charm and wit. I'd say that Richard Farleigh and Jonathan Jay have that in abundance, hence I've found them very inspiring.

What are the key qualities all business leaders must possess?

They should be able to command respect, assert authority and work with everyone in any situation, inspiring and influencing others through their own integrity, core values and principles. Integrity is an essential quality and one that I will never compromise.

What makes an ineffective leader?

Bad communication skills. As an advanced communications teacher I know the impact that poor interpersonal skills can have. Great business leaders are always great communicators and unless you can communicate your message clearly with

the correct use of words, tone and body language your business will fail at every level. Adaptability and flexibility to changing demands are also vital success factors.

Do you have any forecast for the next year or so?

One undeniable factor is that Technology, Healthcare and Energy are all going to see massive innovations and some mind boggling advances over the next 20 years. Whilst it's easy to get caught up in the day to day doom and gloom, we should not forget how talented and innovative humans can be. There will be plenty of challenges; but companies and products that we have yet to hear of today will be household names in the next decade so now is the time to embrace opportunities in the equity markets.

Why did you create "Broadcasting Your Business?"

I was finding that many clients needed a media makeover, some were wasting money on failed PR or advertising campaigns, most were in need of greater publicity/exposure and everyone needed a higher impact core message. With over twenty years experience as a published writer, columnist, presenter and producer, I knew all too well that you only get one chance to pitch your message to the media and to clients, so I created "Broadcasting Your Business" a one-to-one mentoring package consisting of three programmes, "Perfecting Your Message", "Pitching & Presenting" and "Press & Publicity."

What communication techniques do you teach and how does it work?

I focus on core message creation, spoken DNA, media hooks and sound-bites, using breakthrough communication techniques to broadcast your business; whether it's online, in print or on TV. I focus on pitching the revised message, professional communication, influencing and presenting techniques and then create winning headlines, a killer press release and show clients how they can raise their profile and maximise their press coverage; it helps that I've been a features writer for many years so I really know what journalists are looking for! With the current economic climate advanced communication skills are now an essential tool for business survival.

What new projects are you working on?

Well ironically I have gone full circle and teamed up with my trading mentor Vince Stanzone to organise "Maximum Trading & Business Profits in Minimum Time" which will be held on 25th and 26th May 2012 in Central London. I'm not able to disclose full details at this time, but it's the first Live trading seminar that Vince has held in over 2 years; we have some very special guest speakers attending which we have been negotiating for some months and its set to be a unique and exciting one off event encompassing many aspects of how to make money from trading and investing. <<

For more information visit chelseybaker.com or broadcastingyourbusiness.com