



Right On Comms Ltd

Communication - Events - Research

Flying By Her Own Rules

The story of a high-flying woman in a man's world

Briefing document

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Story outline

Gabriella's rise from a standing start is little short of meteoric. She has zero debt, selling her own home for seed capital and charging headlong in to one of the world's most competitive marketplaces – business aviation. As she enters year two, her business, ConnectJets, is turning over £4 million. Two years later, the debt-laden wreck of her enterprise is just hours from having the plug pulled by the banks. After all the twists, turns and scrapes she's been through, will she be able to pull off a miracle and keep her dream alive?

The reader is taken on a high-octane, jet-powered ride through the life of one of life's true chancers, as she moves from office admin girl to Virgin Atlantic stewardess, then on to aviation entrepreneur leading her own global business, including an appearance on Chinese TV to becoming the first female sales agent for an exclusive Italian manufacturer. This is a saga about stepping out of the ordinary, taking on the giants and eventually coming out on top.

Aims of the book

The book will be a true story – the experiences of Gabriella Somerville – as she establishes her own aircraft sales and chartering business. The narrative encompasses the inception of the business, through the initial 'growing pains' and on to the complex and difficult scenarios in which Gabriella operates on a daily basis. Gabriella's early life and formative experiences will be included, in order to bring colour, texture and depth to the story. The aim is to help readers to connect emotionally with Gabriella; they may not have operated in the same exotic environments as her, but they will certainly recognize her all-too-human responses to what happens.

The book aims to be a good read, bringing straight-talking but humorous insights to this little-known world of fast aircraft and even faster money.



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Ultimately, this is a funny, motivating tale of a woman in a man's world. The message is that it's possible to get beyond survival and become a flourishing business success story, regardless of your sex.