



Creative Brief - Email Copy

To: Annie Lane
From: Bernadette Schwerdt
Client: The Start Up Company Pty Ltd
Business name: The Farm Coworking Space
Date: March
Job: Email newsletter – 1 in a series of 6
Draft: 1

Email subject lines:

Try our new coworking space for just \$50 a day
OR
Book a tour of our new coworking space
OR
New! Coworking space in the heart of Brighton. Book a free tour.

Copy:

For many of us, working from home has been great, but the novelty is wearing thin.

If you're tired of the dog barking (and ruining your podcast), stepping on Lego and bad home-made coffee, then you need to know about The Farm Coworking Space, Brighton's newest, funkiest and most supported coworking space.

Whether you need to hire a desk for a day, a meeting room for an hour, or a fully serviced office for multiple months, we have the perfect solution for you.

Here's a snapshot of why startups, entrepreneurs and small business owners are loving our workspace:

- Concierge on hand – we'll welcome your clients upon arrival, notify you they're arrived, make them a coffee, and provide a 5-star welcome that makes you look amazing.
- Free services – need a document printed, your phone answered, lightning fast (and secure) internet connection, or your dry cleaning picked up? Consider it done.
- Free car parking for you – free 4-hour parking is just a 3-minute walk from the office (and there's free visitor car parking three steps from the front door).
- Great coffee, funky kitchen and spacious networking area – we know you love collaborating so our architecturally-designed space makes it easy to do so.

- End of trip facilities – need a quick refresh after a morning workout? No problem. We've got you covered.
- 24/7 access – can't sleep? Come on in and get working. You're welcome anytime of the day or night.

With no minimum contracts, a plug and play infrastructure (so you can start work the minute you sit down), and for a fraction of the cost of a city-based office, this workspace ticks all the boxes.

If you're located in Brighton, Bentleigh, Back Rock and surrounds, want a flexible workspace that can expand or contract at a moment's notice (because you know... stuff happens!) and want to connect and collaborate with other local businesses, then we have what you need.

Choose from our range of flexible work spaces:

Desk for a day: perfect for those who just need to get out for a day and get some fresh air, a new perspective, adult company (and great coffee!)

An office for 1-10: our private offices are great for startups and entrepreneurs who want the flexibility to expand or contract depending on the work flow (and the cash flow)

Meeting rooms: need a professional setting to conduct a big presentation? Our glass whiteboards, state-of-the-art AV and ergonomic office chairs sets you up to be your best.

But don't take our word for it. See what one of our members says about us:

Lily from Talisman Finance:

"I was sick of taking meetings in coffee shops and hotel foyers and not having a permanent space. Now I feel proud to invite clients for meetings, save hours in travel time because I can drive to the office and get to hang out and meet new and interesting like-minded entrepreneurs. There is nothing like this in the south. It's just what I was looking for."

Do what the smart startups do:

All the smart startups use coworking spaces, so why don't you? There's no lease, no commitment, no office fit outs, no overheads, no insurance, no repairs, no nothing – it's a no brainer to use a coworking space.

Try us out! [Book a free tour](#) and see what the fuss is about.

Special offer: 50% off a Day Pass

Take advantage of our [Introductory Special](#) and experience what it's really like to be a part of a collegiate coworking community. Normally priced at \$100, you'll get a full day pass and full access to everything we offer for just \$50.

There's never been a better time to find a new way of working.

The Farm is it.

About the Team:

Annie:

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Ed:

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Sally:

“
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Kind regards

Annie and the team