COMMON DESK · EVERYDAY TOUCHPOINTS

The small stuff, written like it matters

Promo emails, postcards, conference room guides, and website copy: places that could be boring, but are teeming with brand opportunity. These are four I wrote for Common Desk so people would actually read them (and enjoy it).

01 · EMAIL

January membership offer

02 · PRINT

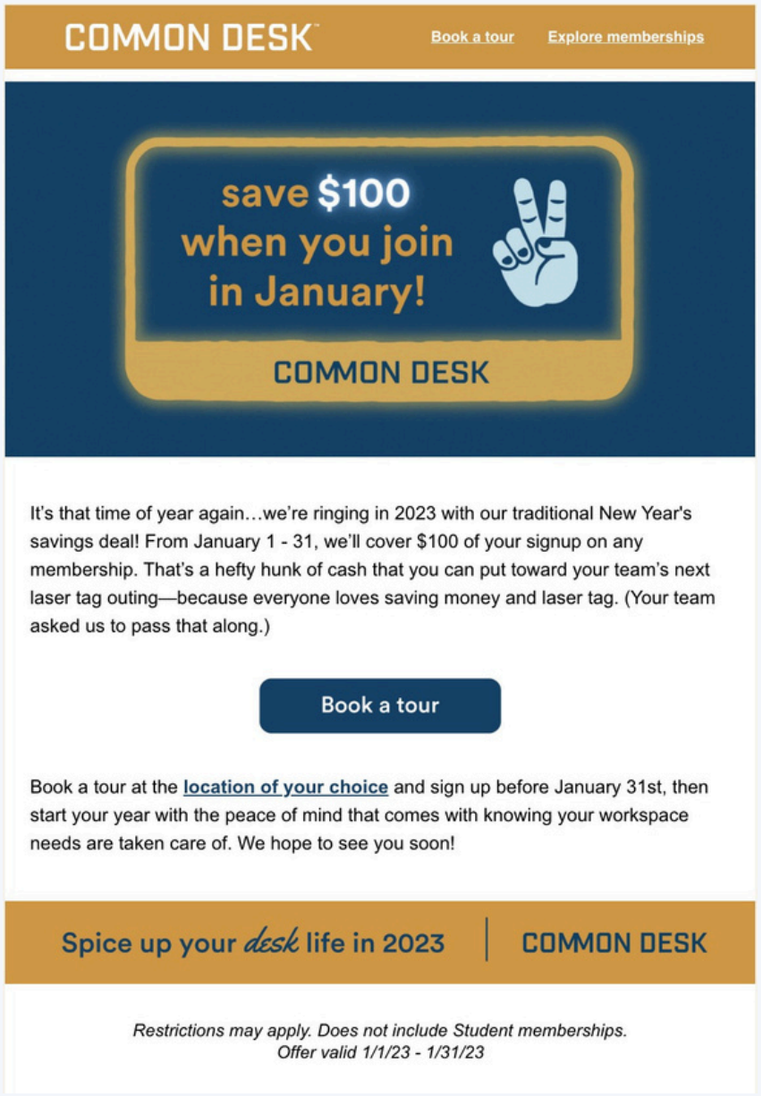
Student membership postcard

03 · PRINT

Conference room guide

04 · WEB

Office suite amenities



EMAIL

January membership offer

THE JOB

Bring back the yearly New Year's deal, $100 off any membership, without sounding like every other January sale.

> **"That's a hefty hunk of cash that you can put toward your team's next laser tag outing — because everyone loves saving money and laser tag. (Your team asked us to pass that along.)"**

THE LINE THAT DOES THE WORK



PRINT

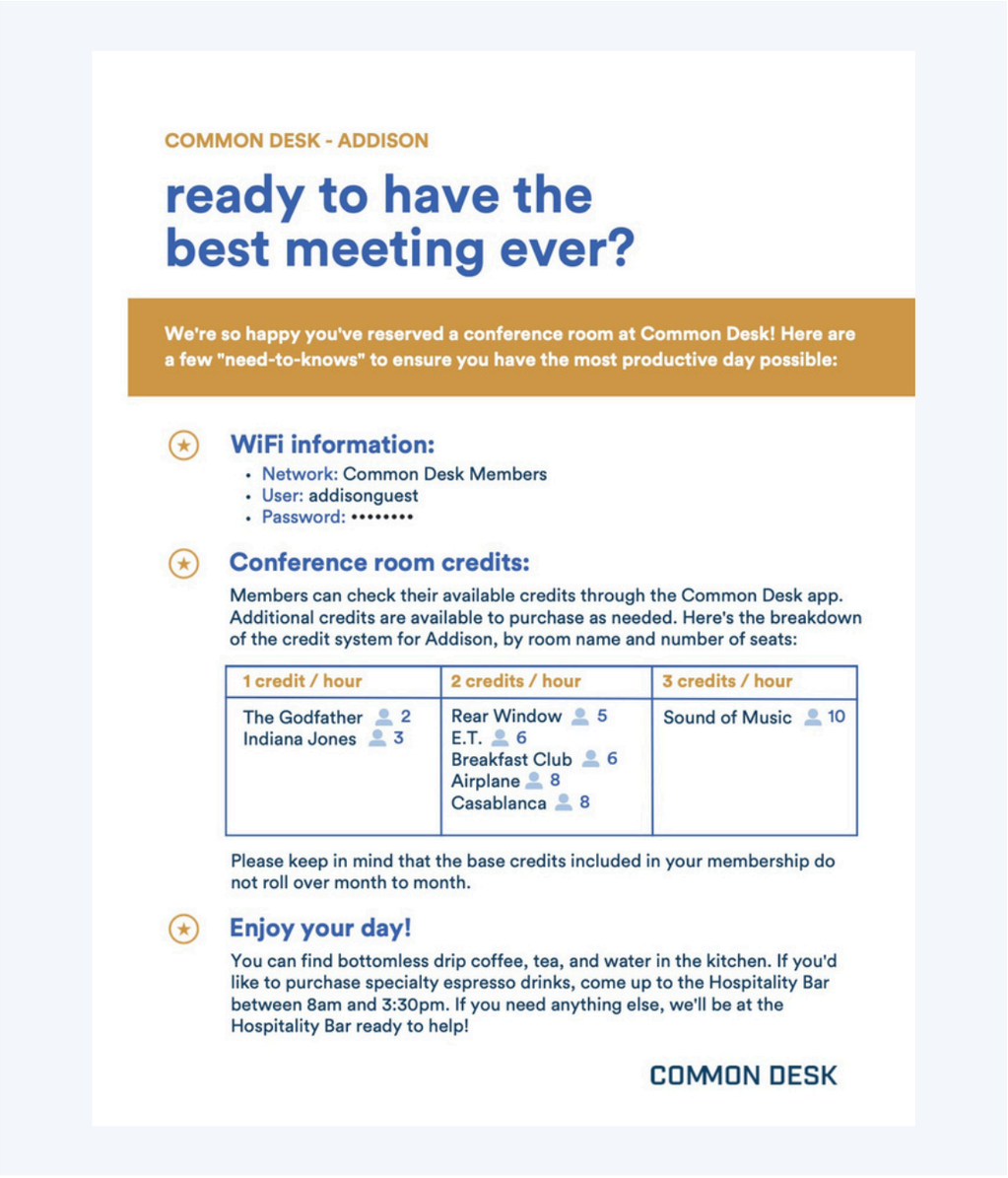
Student membership postcard

THE JOB

Turn students who'd tried Common Desk - Post Oak into members, at $75 instead of $299.

> "bottomless drip coffee and discounted espresso drinks (your latte habit just got a lot cheaper)"
>
> EVERY PERK GETS A PARENTHETICAL WRITTEN FOR A STUDENT

> "private chat booths (goodbye, silence rules)"
> "community events (hello, snacks)"



COMMON DESK - ADDISON

ready to have the best meeting ever?

We're so happy you've reserved a conference room at Common Desk! Here are a few "need-to-knows" to ensure you have the most productive day possible:

WiFi information:

- Network: Common Desk Members
- User: addisonguest
- Password: ••••••••

Conference room credits:

Members can check their available credits through the Common Desk app. Additional credits are available to purchase as needed. Here's the breakdown of the credit system for Addison, by room name and number of seats:

1 credit / hour	2 credits / hour	3 credits / hour
The Godfather 2 Indiana Jones 3	Rear Window 5 E.T. 6 Breakfast Club 6 Airplane 8 Casablanca 8	Sound of Music 10

Please keep in mind that the base credits included in your membership do not roll over month to month.

Enjoy your day!

You can find bottomless drip coffee, tea, and water in the kitchen. If you'd like to purchase specialty espresso drinks, come up to the Hospitality Bar between 8am and 3:30pm. If you need anything else, we'll be at the Hospitality Bar ready to help!

COMMON DESK

PRINT

Conference room guide

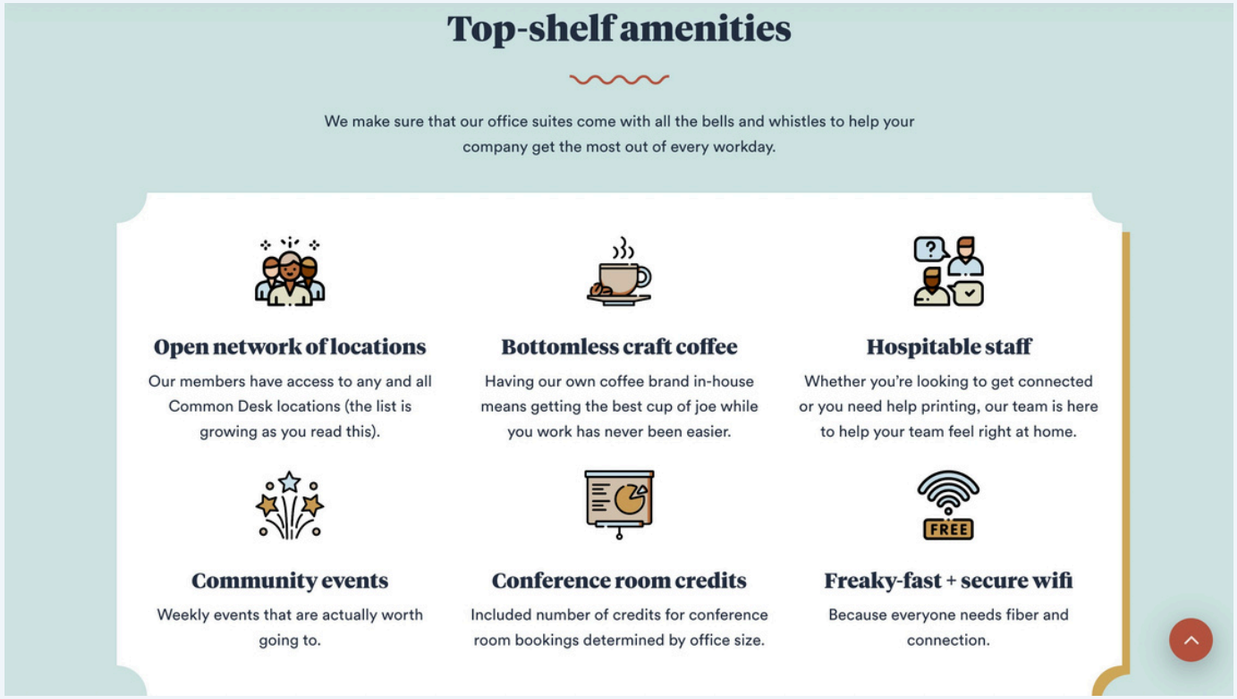
THE JOB

Give anyone who booked a room at Common Desk - Addison the WiFi, the credit rules, and the coffee details — in a page they'll actually read.

> "ready to have the best meeting ever?"
>
> A LOGISTICS SHEET THAT OPENS LIKE AN INVITATION

WEB COPY

Office suite amenities



THE JOB

Sell office suites to companies comparing workspaces, one amenity at a time, in a line each.

> "Weekly events that are actually worth going to."

> "Freaky-fast and secure wifi — Because everyone needs fiber and connection."
>
> PLAIN PROMISES WITH ONE TWIST EACH