



WHY MILLIONS OF PEOPLE
RUN THEIR OFFICES FROM
COFFEE SHOPS – AND WHY
YOU SHOULD JOIN THEM, IF
YOU WANT TO BE SUCCESSFUL

BY CHRIS WARD



BOOK PROPOSAL

This sample is how I'd like to see the book laid out, as a hip but practical handbook. The book will be a 'real' book. But it's got to appeal to a market that doesn't read every book that's out there, and it has to be as desirable as a cup of bespoke, freshly-roasted coffee.

So while the book will include straight 'narrative' sections, it should be punched up throughout with checklists, display quotes, advice boxes and funky graphics.

With a smartphone, fresh cappuccino, occasional muffin(!) and laptop with wireless internet, the person sitting next to you in a busy coffee shop sharing two feet of table top space is one of the people leading the changing face of work.

Millions of students, home workers, sole proprietors, employers, employees, artists, writers, creatives, business travellers, entrepreneurs, coaches, consultants and non-profit workers are already generating success, making millions of dollars, engaging millions of people AND living a more fulfilling life by working out of cool local coffee shops, delis and chains like Starbucks.

Do you work hard and productively but dislike having to do it in an office, don't like working in the silence that now prevails in the modern office, own a laptop you love, spend time on Twitter and Facebook, can work with the sound of crying babies, like tearing the latest cuttings out of newspapers to read later, and drinking hot freshly roasted coffee?

Then you are probably already a Coffice worker and you should join us at the forefront of the new work / life ethic that enables you to enjoy success NOW, both at work and through a fulfilling life.

Coffee shop working now provides the best space and tools with which to launch and build a successful idea or business. It's the new mobile work phenomenon that no-one has written about. And COFFICE is no idle coffee table book: it's a call to arms, an inspiring practical guide to getting started and a manifesto for becoming successful in the new work ethic.

Chris Ward made millions as a coffice worker. In Coffice, he'll show you how anyone can.

I did it, so can you

16 THINGS YOU WON'T MISS ABOUT THE OFFICE

1

Kills creativity

2

Tension

3

Negative gossip

4

Avoiding people

5

Meetings that are boring

6

Commuting!

7

Rubbish granulated coffee from a jar

8

Rubbish real coffee from a vending machine

9

Turning up to just show your face

10

It can be really boring at times

11

Office Clichés – every single day

12

Your boss looking over your shoulder

13

Getting an email from someone sitting 2 foot away

14

Sitting in a room with 30 people in it - that is in silence

15

Being cc'd into mails that don't concern you.

16

Being told 'no idea is a bad idea' in brainstorming

“Having a coffee together is so much more important to creating something than a business meeting”

Jack Dorsey, Founder of Twitter

“It is no secret that the best place to write, in my opinion, is a café”

JK Rowling

Other authors...

2,346

IN USA 2,346 PEOPLE START A SOLE TRADER BUSINESS EVERY SINGLE DAY. ECONOMY HAS MADE THIS GROW INTERNET CAFES

60%

IN THE UK 60% OF NEW FIRMS START UP WITHOUT AN OFFICE

2,800,000.00

• CURRENTLY •

TURNING OVER £284bn \$992bn « IN UNITED STATES **MASSIVE**

'COFFICE'

A coffee shop (or similar positive location with Wi-Fi facilities) one uses as an office where non-coffee shop work is performed.

Enabling the worker to produce the most creative and productive output in a relaxed and positive environment.

COFFICE WORKER

Someone who wants the freedom to live a fulfilling successful business, home and social life NOW and not wait until their retirement some time in the distant future.

Takes advantage of wireless internet to have complete freedom and control over their own life.



COFFICE
WORKING





The Author

Coffee working is behind Chris's success in making millions and engaging millions in some of the most successful global brands and campaigns in history, including **Comic Relief's Red Nose Day**, **Radiohead** and the reunion phenomenon, **Friends Reunited**. Plus follow the story of his work on **1GOAL**, the legacy of the **FIFA 2010 World Cup** and engaging the UK for the legacy of the **London 2012 Olympics...**

...all of which he achieves working out of coffee shops around the globe from New York, Cape Town, Hong Kong, London, San Francisco & LA to Barcelona.

Chris works with the most successful people and brands on the planet and Coffee is full of examples and real life case studies from the likes of Joe Rospars (head of Barack Obama's internet campaign), Queen Rania of Jordan, Twitter founder Jack Dorsey, Facebook CEO Cheryl Sandberg and Twestival founder Amanda Rose.

Chris is a recognised communications innovator, hugely connected and respected in the social media and cause world and speaks weekly in media and on international conference platforms. He has a personal global connected community of some of the most influential people in social media and the Internet. He has various different conference / speaking engagements booked of which Coffee content will feature. He is currently engaged in the massive 1GOAL campaign for the World Cup, which will culminate in globally-broadcast super concert & world leaders summit. His name as a business and social entrepreneur carries significant weight.

MENU

PART 1. STOP GOING TO THE OFFICE

How did we get from The Office to the Coffice
Millions of people have stopped 'going to work' ...
... are making millions of dollars...
... and it's only just begun
I stopped. 'Chris's Coffice story
Your office has changed forever
How you reach your customers has changed forever
Are you your own worst enemy?
15 things you won't miss about going to work

PART 2. WELCOME TO COFFICE - HOW TO GET STARTED

What to take with you on Day 1
Finding the perfect Coffice
How to choose the right coffice for your needs
Your Coffice Contract
Coffice Working as part of a team or organisation
Your new working tools and infrastructure

PART 3. THE COFFICE SUCCESS MANIFESTO

Created from years of experience and with learnings from some of the today's most successful people and brands, this is how you can engage millions and make millions.

1. Work opening hours, not office hours
2. Work with the best people on earth
3. Use the secret of knowing if your new idea has the X-Factor
4. Only do what you do best (and then be open and out)
5. Collaborate, don't employ
6. Market your new product free in primetime
7. Never research anything, ever again
8. Get a public that doesn't care, to care
9. Don't worry if you're going to sell any, but if you are going to sell a million
10. Afford to try again and again and again

OTHER FEATURES TO INCLUDE:

What next? Office-To-Go
Join the global 'coffice workers' community
1 GOAL: The coffee shop diaries

Creating your city 'Head Coffice' / Successful coffice case studies /
10 best global coffee shop chains / 10 best coffices around the world / 10 best
bookshops with coffices / For the business travelling coffice worker - 10
best hotel chains and airports

coffee @ 33

Opening Hours

Mon-Fri 730-6

Sat 9-6

Sun 10-4

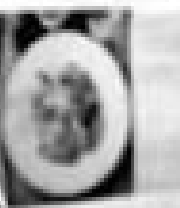
INCLUDES SUCCESSFUL CASE STUDIES'

Richard Tait had left Microsoft in Seattle after launching 13 businesses for them. Along with his partner Whit, he developed a new game called Cranium. He knew they had a winning product, yet despite huge efforts they couldn't get the main toy distributors to take it on.

They had placed an order for 27,000 copies with a manufacturer "but we had nowhere to sell it," Richard recalls. Working with Whit in a local Starbucks coffee shop after failing to get their product into the American International Toy Fair, they looked around at the customers in the store. "We thought, let's take our games to where customers are, rather than where games are traditionally sold," says Richard. It was the perfect audience of young, hip professionals. Using his business connections he persuaded Starbucks to stock the game – the first time they'd sold such an item.

As it took off, Richard's became the first game sold on Amazon.com, in Barnes and Noble and the first with a host of other retailers. Growth from this point was prodigious before Richard and Whit sold out to Hasbro for \$77.5 million. "We built the third largest games company in the world because we love to change the rules," concludes Richard. "I'd urge other entrepreneurs not to be fearful. By challenging rules, you open-up your business to bigger thinking. And besides, it's tons of fun!"

AWAY FROM COUNTER
SMALL 4 / VALUE 6
OF THE DAY 3.6 / 5
+ 2 SALAD 6.2
NICH 3.5





MARKETING COFFICE

Having a lifestyle that involves successfully working from a great local coffee shop is what millions of workers aspire to achieve and what the new world of digital technology and wireless internet has made possible. It's a phenomenon that no one has written about. Millions are already doing it and here is the guide everyone's been waiting for: to enable them to 'get started' as a realistic aspirational career move and the manifesto on how to make millions doing it.

'Coffice' is set to be the ultimate 'new way of working' book, which will inspire a new zeitgeist term.

The aim is to create a global 'Coffice' brand. There are numerous marketing opportunities for Coffice, as a book and with brand extensions.

Although this is a practical handbook with personal insight and a manifesto, I firmly believe that there is potential for it to follow the successful list of cool / aspirational / zeitgeist business books that includes The Tipping Point, The 4-hour Work Week, The Long Tail and that shelf full of books that everybody talks about but not everybody reads. This will be a book you can read, and whose ideas you can action. In not much more time than it takes to order and drink a cappuccino, you can genuinely change your work, home and social life for the better, for ever...

My background is marketing successful brands. I have yet to ever turn that onto my own product. Coffice would be that outlet. I want to work with brilliant future-sighted people to really maximise this opportunity to create a real publishing success. I could dedicate as much time as it requires after the final whistle of the World Cup on July 11th 2010 (after 1GOAL completes).

In case you still need it, the two-minute sell:

- Millions of people already work out of coffee shops
- The author has credible success to base a credible point of view on
- The World Cup / 1GOAL campaign, forming part of the content, is going to be huge and global.
- The book features some of the most well known connected people on the planet.
- It will own the zeitgeist term 'coffice'
- It is a manual for the reader to believe they can achieve it themselves
- Coffee shop working will only get bigger
- The idea appeals to many potential partners: coffee shop chains, mobile tech companies, who I am already talking to
- It will appeal to journalists as many work in coffee shops themselves and it features great points that create discussion and debate
- There will be a 'cause' of getting 'free Coffice WI-FI everywhere' built around it.

MEDIA

I have extensive media experience myself (I previously won PR Week award for fastest growing PR agency in UK & the PR campaign of the year), and am looking for a publisher who can share my own ambition for the project.

Besides book-specific PR I'd want to write a column – syndicated abroad – highlighting a different Coffice & 'golden rule' every week, in Shortlist / TimeOut / Guardian / Independent / Metro-type urban, mobile, commuter publications.

Internationally. My global work around the 2010 FIFA World Cup and the 2012 Olympics and the worldwide Coffice working phenomenon, means the message is relevant for global publishing and can include content from key cool global cities; London, New York, Tokyo, San Francisco, Johannesburg and Hong Kong amongst others, with potential for region-specific content in spin-off volumes.

Essentially, it is relevant in every urban town and city and also particularly where there is a university and tens of thousands of laptop wielding students already ensconced in coffee shops.

I will also build and own the 'coffice' community on the web. I'm already growing them ahead of publication and will then provide an ongoing community for the readers.

Working with the publisher and with the contacts I have, the book will be a unique multi-media release, involving UGC in its creation, social media users in its content and marketing and an augmented reality web and mobile ebook for purchasers.

On the 'traditional media front. There are very Pr'able and influential people that I have worked with who can provide quotes and stories and may feature in the book.

PARTNERS

Besides the traditional bookshop domain (many of which, of course, incorporate coffee shops and many Coffice workers) the book also has marketing and sales potential through coffee shops and, as I want it to have a covetable design. even to 'food porn' and interiors lovers.

I have already spoken to Starbucks, and they are very keen to be involved.

In terms of mobile / flexible working co's I plan to talk to telecoms companies – BT, GSMA, mobile operators - Samsung, Nokia, AT&T etc. - laptop manufacturers - Apple, Dell etc - about being involved commercially. All of whom I am currently working with.

I'd also plan to produce graded window stickers – eg '5***** Coffice' for coffee shops to display

The huge Caffè Culture 'event' shows in London and Italy provide a major opportunity for publicity and partnerships: <http://www.caffeculture.com/>

Potential brand extensions

Spin-off books – travel guides to business handbooks to inspirational entrepreneur titles

Connecting with successful comedy writers about writing 'Coffice' the sitcom for TV.



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BACKGROUND MATERIAL ON CHRIS**BUSINESS PROFILE (PR WEEK)**

www.lifesfirstbeat.com/perspiration.html

ON BBC & FACEBOOK HOMEPAGES

<http://news.bbc.co.uk/1/hi/technology/7938178.stm>
<http://blog.facebook.com/blog.php?post=59321002130>

KEY CONFERENCE APPEARANCES

www.guardian.co.uk/advertisingsummit
www.personaldemocracy.com/schedule-pdf-europe-day-2

SUCCESSES

www.join1goal.org
www.rednoseday.com
www.friendsreunited.co.uk
www.radiohead.com

