

Project Notes

ASSIGNMENT

Freelancer.com, an online platform that connects freelance workers with people looking to hire, held a contest for a promotional e-mail campaign. One of the e-mail options in my submission was one of two winning entries that was ultimately e-mailed to the public. Each e-mail needed to be 200 words or less and discuss how the service helps entrepreneurs.

CREATIVE SOLUTION

I wrote a series of e-mails that communicated the benefits of the service in a friendly and engaging tone. I started by framing the problems that potential entrepreneurs face, then I explained how the service addresses these issues and concluded the e-mail with a compelling call to action.



Subject Line: Be Your Own Boss.

When you start your own business, you immediately promote yourself to CEO of your future. Sounds great, doesn't it? Here's the good news: there are zero barriers to entry when starting your own business. Unlike other career paths, you don't need to acquire expensive degrees only to spend decades trudging your way up the corporate ladder. If you have passion, vision, and motivation, you possess the same qualities that fuel the world's most successful entrepreneurs.

At Freelancer, we want you to stop waiting, and start achieving. We recognized that most people suspend their entrepreneurial aspirations because they lack time, access to talent, and capital. To save you time and money, we developed the most comprehensive and affordable network of talent in the entire world, with global experts chomping at the bit to help you kick-start your business.

Whether you are looking for copywriting, graphic design, or other services, we connect you with thousands of talented providers who are eager to help you. Just post your project, set your budget and enjoy the ride.

Freelancer solved the problems that potential entrepreneurs face. The only question that remains is how much longer will you wait before turning your dreams into your reality?