

# Why Cowork?

There is a great article by Neil Woolley, freelance retail/sales leader, entitled *“Retailers that sell the experience, not the product, will prevail”*. Coworking centers like ours are just like retailers in the sense that we are in the business of selling experiences. Just like retailers we are selling a product (workspace) but more than that we are selling an experience. The experience is the opportunity to network and work with others.

Many people still choose to work at home in a spare room or basement but working from home can be lonely. Coworkers are the new breed that prefers to work with and around others. Neil writes *“Retail has a chance to innovate and create meaningful relationships that cannot be replicated anywhere else, especially versus online”*. The same is true with coworking. A coworking center is much more than a place to work. It's a place to meet and work with others and be a part of a community.

There is also an energy associated with a coworking space that can't be duplicated in an office at home. Neil continues *“They need to become places we go to learn, be inspired, see and try new things, experiment and co-create. Beyond mere consumption, we'll go to these spaces for entertainment, education, connection and community. It's hard to whip yourself into a frenzy of emotion when you're sitting at home, in your bathrobe, staring at a screen. Maybe in their attempts to try and out maneuver Amazon, retailers everywhere forgot the real reason we need stores. Because shopping together makes us feel connected. Because it's fun. Because there's something about the shopping EXPERIENCE that's almost as good (or even better) than the buying part.”* Coworking is no different. We're in the business of selling experiences and the experience is the opportunity to work and network with others. If you're still working from home consider coworking. At **ecafé** we have a great coworking center along with some terrific meeting spaces and a full service coffee shop. We hope that you will visit us soon to see all that we have to offer!

**David Rayl | ecafé**



*Rapha Cycling (above) the perfect example of experiential Retail where product isn't the main focus. They encourage customers to use their 'Clubhouses' (they don't even call them 'stores') with a program of events and meets. They have created a community for their customers. A very loyal community!*