

These are spec pieces, meaning that they're written for practice for a fictitious company.

Possible pain points (if the ideal customer didn't use/before they use the service):

- Juggling multiple service providers (hotel staff, staff from event place, excursion companies)
- Accommodating multiple tastes/preferences from team members
- Making the event memorable/worth going to for their customers
- Getting the inside scoop/connecting with locals if they book themselves
- Finding the energy to plan a creative team-building event
- Creating/having/executing a backup plan if their initial plan fails
- Language barriers with locals

Summarize the client's offer:

Blue Bahama offers done-for-you event planning for corporations, large businesses, and sales teams that organize teambuilding experiences, corporate events, or team incentives. They'll ensure every detail of your conference, gala, or event is covered. This includes arranging and planning your main event, booking accommodations, and getting you set up with extra excursions and activities. With their local connections, multilingual staff, and attention to detail, your event will be a hit when you use Blue Bahama.

Benefits to target audience:

- Save you time — no more hopping between multiple phone calls with multiple companies just to organize your corporate event
- See your destination as the locals do — immerse yourself in the local scene with our local connections (you'll be able to book activities that you never could on your own)
- You'll have the space to connect and focus because we take care of the nitty-gritty details of planning and arranging
- Build your team stronger — without worrying about how the heck to make that happen

Tone:

- Friendly, approachable, innovative, and professional

What you want the reader to do (CTA):

- Contact us to chat about their requirements.
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Copy Practice #1: Write an introduction to the Services page for the company website.

BEGIN COPY

Hey fearless leader, you do it all for your company. Let us do it for you.

Your day-to-day is filled with the nitty gritty. Between managing projects, people, and so many logistics, your plate is full. But you know the importance of making your next event one to remember. After all, the days of dull corporate events are over. Here to stay is an inclusive and engaging company culture.

We're here to serve you — the wear-all-the-hats CEO, the morale-building-sales-manager, the event-planning-mogul. And with our full range of services, your team will experience a seamless event without you lifting a finger.

Check out our services to see how your next event can be the stuff of dreams. Already have a wish list? Book a call to see how we can make it happen.

CLIENT WOULD INPUT SERVICES LIST HERE

END COPY

Copy Practice #2: Write an advertisement to be published in an online corporate magazine.

BEGIN COPY

You're a CEO, not an event planner.

Unless you're the CEO of an event planning company, managing the logistics of your next team-building event isn't the best use of your time.

And you've gotten to where you are by using your time wisely.

Your specialty is managing and motivating people.

You're a whiz at delegating projects.

So, why not delegate every detail of your next conference, event, or gala to us?

We're Blue Bahama, a company offering done-for-you event planning for corporations, large businesses, and sales teams.

We'll organize your teambuilding experiences, corporate events, or team incentives. And we'll make sure every detail of your conference, gala, or event is covered.

Using Blue Bahama, you'll:

- **Save time** — no more hopping between phone calls with multiple companies just to organize your corporate event
- **See your destination as the locals do** — immerse yourself in the local scene with our local connections (you'll be able to book activities that you never could on your own)
- **Have the space to connect and focus** — we take care of every nitty-gritty detail of planning and arranging
- **Build your team stronger** — without worrying about how the heck to make that happen

We do it all to arrange and plan your main event, book accommodations, and set you up with extra excursions and activities.

With our local connections, multilingual staff, and attention to detail, your next event is sure to be inclusive and engaging.

Because that's the company culture that's here to stay.

END COPY

Copy Practice #3: Write a nurturing email sequence for clients who have subscribed to the company's email list ahead of the coming season.

BEGIN COPY

Email #1

SUBJECT LINE: Off-season savings are here.

PREVIEW TEXT: Because sometimes you're on when the rest are off.

BODY TEXT:

Hey [NAME],

The off-season is good for a lot of things.

It's the time to rest, reflect, and get excited about the upcoming season.

After all, we're cyclical beings. And the perpetual summer model for work is old news.

Hello, burnout.

Your team deserves corporate events that are epic, well-rounded, and safe during the on-season. So, we spend our off-season building new experiences, securing new local connections, and hiring the best multilingual hospitality talent.

We'll give you all the details when we talk next, NAME.

But for now, our off-season packages are on sale. Because if your team happens to be in their summer season now, you'll save big by booking with us.

Check out our [packages](#) to see how much you can save.

To your season,
Blue Bahama

Email #2

SUBJECT LINE: We're securing epic new partners for the 2024 season.

PREVIEW TEXT: The bigger our network, the better your experiences.

BODY TEXT:

Hey [NAME],

To grow anything worthwhile, you've got to prepare.

We're able to bring you incredible done-for-you experiences because we spend the off-season preparing.

Right now, we're securing...

- Four new local excursion partners in Costa Rica and one in Austin, TX
- Two new state-of-the-art event center partners
- Three new multilingual hospitality specialists

We are always looking for ways to elevate our experiences. You and your staff put in seemingly endless hours, NAME. So, we match your effort.

We're spending our off-season ensuring that the experiences we can bring you during the on-season continue to inspire.

We'll let you know when these new additions go live. In the meantime, [contact us](#) to chat about your requirements.

Let's grow together,
Blue Bahama

Email #3

SUBJECT LINE: What's on your corporate event wishlist in 2024?

PREVIEW TEXT: What if we could make it a reality?

BODY TEXT:

Hey [NAME],

After decades in the game, we've learned a few things and made a few connections.

As the CEO, NAME, you know the power of knowledge and connections.

This is what gives us the ability to build events and excursions that other companies could only dream about.

Like our popular [Ecotourism in Costa Rica bundle](#).

So, we've got a question for you, NAME.

If you could wave a magic wand and host your next corporate event in *any place with any excursions* what would that look like?

Send us a quick reply to this email to let us know. And don't be afraid to get as dreamy as possible.

Who knows, with our connections, we just might be able to make it a reality.

Until next time,
Blue Bahama

END COPY