

The Coworking Handbook

Table of Contents

| | |
|--|----|
| Thank You..... | 9 |
| About the Author..... | 11 |
| Ramon Suarez..... | 11 |
| Betacowork..... | 12 |
| Contributor..... | 12 |
| Jaime Aranda..... | 12 |
| workINcompany..... | 13 |
| How to use this book..... | 15 |
| Preface..... | 17 |
| Introduction..... | 21 |
| The Rise of Collaboration and the Sharing Economy..... | 21 |
| The Origin and Growth of Coworking..... | 22 |
| Types of Collaborative Work Spaces..... | 24 |
| Coworking Spaces..... | 24 |
| Coworking or co-working?..... | 26 |
| Shared Offices..... | 27 |
| Networked Offices..... | 28 |
| Hacker & Maker Spaces..... | 28 |
| Accelerators..... | 29 |
| Incubators..... | 29 |
| Bars and Cafés..... | 30 |
| Community..... | 33 |
| What is community?..... | 33 |
| The value of community..... | 35 |
| Create, Grow, and Nurture Your Community..... | 38 |
| Start your community..... | 38 |
| Events..... | 39 |
| Your role as a community manager..... | 41 |
| Creating and strengthening links..... | 43 |
| How to Deal with Conflict..... | 46 |
| Marketing & Sales: Promoting Your Space and Getting New Clients..... | 49 |
| What's Your Goal?..... | 51 |
| Who is your client? The Market..... | 52 |
| The Competition..... | 53 |

The Coworking Handbook

| | |
|---|-----|
| Focus..... | 55 |
| Who Are You? On Branding..... | 56 |
| Influence..... | 57 |
| Put Yourself in Their Shoes..... | 59 |
| From First Contact to Conversion..... | 60 |
| You Are Building Relationships with Humans..... | 63 |
| Dealing with Journalists and Influencers..... | 64 |
| Just Do It (Don't Go for Perfect)..... | 67 |
| Start Now..... | 67 |
| Reviews and Directories..... | 69 |
| The Marketing and Business Side of Community..... | 71 |
| Relevance, Language and Keywords..... | 72 |
| Where Can You Find Content?..... | 73 |
| Thank and Reward..... | 76 |
| Internal Communication..... | 76 |
| Events as a Marketing Tool..... | 77 |
| How To Write..... | 79 |
| Your Website..... | 80 |
| Setting up your website..... | 80 |
| The domain name..... | 82 |
| Content..... | 83 |
| Blog..... | 87 |
| Social Media..... | 90 |
| Twitter..... | 92 |
| Facebook..... | 94 |
| Foursquare..... | 95 |
| Other networks..... | 96 |
| Social Media Tools to Make Your Job Easier..... | 96 |
| Email Marketing..... | 97 |
| Search Engine Optimization SEO..... | 99 |
| Advertising..... | 100 |
| Pricing..... | 101 |
| Closing the sales..... | 103 |
| Get Paid..... | 105 |
| Tools..... | 106 |
| Space..... | 109 |
| Location..... | 110 |

The Coworking Handbook

| | |
|--|-----|
| Case Study: workINcompany and Easter in Seville..... | 112 |
| Size..... | 113 |
| How Much Space Does a Single Desk Take?..... | 113 |
| Minimum Space Size Calculation..... | 115 |
| Event Room Size..... | 119 |
| Distribution of the Space..... | 119 |
| Usage..... | 123 |
| Coworking..... | 123 |
| Meeting..... | 124 |
| Eating and drinking..... | 126 |
| Noise..... | 128 |
| Comfort..... | 130 |
| Companionship..... | 132 |
| Privacy..... | 133 |
| Furniture..... | 135 |
| Access and Security..... | 136 |
| Cleaning..... | 140 |
| Internet..... | 141 |
| Printing & Scanning..... | 143 |
| Coffee, tea, snacks..... | 145 |
| Coworking Finance: How To Be Profitable..... | 147 |
| Can a coworking space be profitable?..... | 147 |
| Should a coworking space be profitable?..... | 148 |
| But I'm a non-profit organization!..... | 148 |
| Planning and Forecasting..... | 149 |
| Business Model..... | 151 |
| Coworking Business Model Canvas..... | 153 |
| Optimal Size..... | 156 |
| Key Financial Things to Look Into..... | 157 |
| Break Even..... | 157 |
| Revenue and Expenses..... | 158 |
| Variable vs Fixed Costs..... | 159 |
| Main sources of revenue and expenses..... | 160 |
| Revenue..... | 160 |
| Expenses..... | 162 |
| Pricing and Coworking Plans..... | 164 |
| Fixed vs. Flexible Desk Plans..... | 164 |

The Coworking Handbook

| | |
|--|-----|
| Pay yourself..... | 169 |
| Marketing..... | 170 |
| Cash is the Emperor of Your Universe..... | 171 |
| Financial Statements..... | 172 |
| Financial jargon..... | 173 |
| Get an Accountant..... | 175 |
| Legal: Coworking and the Law..... | 177 |
| Get Professional Legal Counsel if You Can..... | 178 |
| Learn and Prepare Yourself..... | 180 |
| Common Coworking Contracts and Agreements..... | 181 |
| Write it down..... | 184 |
| Keep it Simple..... | 185 |
| Don't Let This Stop You..... | 186 |
| What legal entity should I use for my business?..... | 186 |
| Checklists and Thinking Aids..... | 189 |
| Investors Spreadsheet Template..... | 190 |
| Journalists & Influencers Spreadsheet Template..... | 192 |
| Advantages of Coworking..... | 193 |
| Disadvantages of Coworking..... | 195 |
| Basic Website Structure..... | 199 |
| Choosing a New Location..... | 202 |
| Choosing a Lawyer..... | 208 |
| Lease Contract..... | 210 |
| Things to Consider When Designing the Space..... | 213 |
| Events..... | 215 |
| Before the Event..... | 215 |
| During the Event..... | 216 |
| After the Event..... | 217 |
| Hiring & Trainee Questions..... | 218 |
| Surveys..... | 220 |
| Exit Survey..... | 220 |
| Free Day Survey..... | 220 |
| Member Survey..... | 221 |
| Event Survey..... | 221 |
| Epilogue..... | 225 |