

Fact sheet copywriting for BTopenworld Teleworker

Teleworker is a BTopenworld broadband product specifically designed to support remote working within a secure Virtual Private Network (VPN). The brief called for clear, benefits-led copy outlining the business case for fast, secure communication between remote employees, clients and suppliers. Copy: Ian Castle, Freelance Copywriter. Agency: Clarke Hooper Proximity

Example extract:

Cover:

WORKING AS ONE

BT Openworld Teleworker. (logo)

Using broadband to connect people and offices faster than ever before.

Reveal:

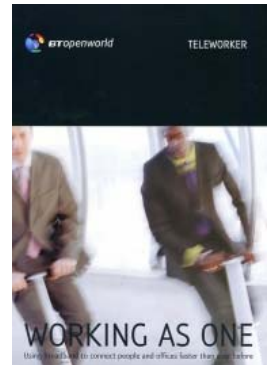
Teleworker: A big idea made faster

Teleworker is an exciting new Broadband access product from BTopenworld. Using fast broadband ADSL technology, it brings your people and offices together.

Teleworker creates a secure, 'Virtual Private Network', giving remote workers 'always on' access to your corporate LAN. Key staff don't waste time and money travelling. They work more effectively and flexibly. They can get the work done.

Teleworker is a big idea made faster, and it's here today. Following a site survey, it could be online for you within just 28 days.

For Sale. Persuasion.™



TELEWORKER: A BIG IDEA MADE FASTER



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