

Introducing Spectra-Media

Content for websites and online material - copywriting for marketing material - technical writing and documentation - specialty in engineering, technology, and professional services sectors.



Hi, I'm David Frank.

Are you looking for a wordsmith, someone who has a way with words, a writer who can transform bland factual information into compelling user-friendly content that sells, informs, or commands some other action from your target audience? You've come to the right place...

Making your website connect with your target viewers, getting the results you want

Don't lose any more business to competitors by ineffective or unprofessional 'DIY' content on your website. If you aren't reaching your customers effectively... I can turn it around for you. Find out more on the *Website and Online Content Writing* page...

Clear, credible, and persuasive copywriting that wins you favour and sales

Let me write sharp and persuasive sales copy for your brochures, letters, fliers, adverts, or proposals. As an 'outsider' I can see your business from your target customer's point of view to reach them in their own language, making it attractive to buy your products or services. Find out more on the *Copywriting That Gets Results* page...

Concise and user-friendly documentation for your business

Get the right information into the right people's hands to get the work done right. Profit from your hard-earned know-how, deliver service more consistently, and save time. Manuals, work processes, etc. Find out more on the *Documentation and Technical Writing* page...

Specialty in engineering, technology, and professional services sectors

With my background experience and understanding of the complexities of these sectors, I can write relevant and accurate content with minimal explanation from you. You'll get more credible and informed content that touches more customer hot buttons, winning you more business. Find out more on the *Engineering and Technology Sectors* page...

Get a free quote for a trial job with a risk-free guarantee

Let me do a small sample job to satisfy you of the effectiveness of my work – with guaranteed satisfaction or you don't pay. Contact us on these numbers or online as per details below.

+64-4-385 1800
027-4841 093



"David has transformed our website from a corporate presence into a sales machine that's brought in 650% more business - with no more effort on our part..."



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