

Voice and tone

Plain, confident and professional. Second person, present tense, short sentences. No hype words, no exclamation marks, no mateship costume. Numbers beat adjectives; where there is no number, we say so rather than reaching for one.

THE OPENING LINE

BEFORE *Technology that behaves the way the rest of the house does.*

AFTER **We set it up, write it all down, and answer the phone afterwards.**

Names the outcome instead of describing a quality.

WHAT WE DO

BEFORE *Husband Digital designs, installs and maintains the networks, storage and security infrastructure that larger homes and small commercial sites depend on day to day.*

AFTER **We set up the websites, email, networks and backups that small businesses and busy homes run on. Then we write down how it all works and hand it to you.**

Infrastructure nouns become short sentences ending on the real differentiator.

THE DOCUMENTATION PROMISE

BEFORE *We install, label and document everything. Cable runs are neat and labelled at both ends. Network diagrams are drawn and saved.*

AFTER **Everything is documented as it goes in — diagrams, passwords and how each piece fits together — so you are never locked in to us.**

States the benefit (never held hostage), not just the activity.

BACKUP, EXPLAINED TO A TRADIE

BEFORE *We install Synology NAS systems configured for automated backup of workstations, servers and cloud services.*

AFTER **Every job, invoice and customer record is copied automatically to a second location, kept separate from the original.**

Same fact, told as a plain outcome rather than a product spec.

THE CALL TO ACTION

BEFORE *Get in touch.*

AFTER **Call 0478 740 290 — you deal with the same team from quote to handover.**

“Get in touch” asks for effort and promises nothing.

WHAT WE ARE

BEFORE *We are a full-service digital marketing and IT solutions provider.*

AFTER **We are not an agency, not a marketing company, and not the cheapest option — and we say so plainly.**

Saying what we are not is the fastest way a stranger works out what we are.