

# Copywriting Portfolio

**Client:** PowerCad Software Pty. Ltd.

**Project:** Website copy

**Objective:** An established Australian electrical engineering design software company, PowerCad was launching new tools for the Autodesk Revit MEP design platform. Their new website needed descriptive copy to persuade visitors to either download their software or contact them for a detailed quote.

I wrote the original copy deck, and then a follow-up deck when they added another software tool to their product lineup.

The result was a clean, easily-scanned website:  
[www.PowerCad-R.com](http://www.PowerCad-R.com)



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## Copy Closeup #1

For more than 25 years, PowerCad has been designing software tools for consulting engineers and electrical contractors. From the beginning, we've been developing fresh ways to combine electrical design theory with CAD drafting services. We're focused on the tools to design and analyse your power distribution network and then easily move it into AutoCAD or Revit MEP. Meet your design requirements the first time.

## Copy Closeup #2

Practical and easy-to-use for electrical design teams of any size, PowerCad-5 is a fully-integrated desktop application. Perfectly **design, model and spec** the power distribution network in your next construction project.

PowerCad-5 makes it simple to organise your design. Select transformers, loads, cables, protection and see it all clearly on a Single Line Diagram. Analyse your load distributions and harmonics up to the 51st order. Then easily export the design to AutoCAD for trusted delivery of your project's construction drawings.

...  
And **here's a bonus**. Install our free **PowerCad-PNL app in AutoDesk Revit MEP**, and now you can bring your electrical panel model directly into PowerCad-5. Complete your full design analysis and be certain you've got **the right electrical design in your BIM project**.

So if you're responsible for ensuring the safe, reliable design of power systems for construction projects, and want to shorten the time used for endless calculations, then simply **Contact Us**. One of our engineers will send you a no-obligation PowerCad-5 quote that's right for your team. And we'll only call you back if that's what you want.