



Writing Work

About Claire Legal

claire legal is a specialist research and development consultancy focused on the legal market.

With an in-depth knowledge of this dynamic industry, **claire legal** can deliver premium bespoke analysis of the market and its needs, ensuring that those working in the sector are positioned at the very forefront of international legal business.

Founded in 2005, **claire legal** has carried out market due diligence and research work for more than 30 leading law firms, including mandates for more than 20 of the Global 50, the largest and most prestigious legal firms in the world.

Some of the projects recently handled by **claire legal** are outlined below. Client references are available on request.

“Claire scopes a project, agrees in very specific terms what is deliverable and what is not - and then delivers ahead of expectations.”

Top 30 UK law firm

Recent Work

- Designing, compiling and writing a thought leadership project for a firm in the private equity sphere, which involved surveying clients, identifying trends and key feedback, and writing a report for client and press dissemination;
- Designing, compiling and writing a report for a law firm in the area of regulatory scrutiny, which involved surveying clients, identifying trends and compiling a report on key issues for client and press dissemination;
- Writing, editing and proof-reading the copy for a law firm's entire new website, including working closely with the design agency and branding consultants to ensure the firm differentiated its offering from that of its competitors;



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“It’s good to work with someone who fully understands the environment your business works in. With Claire we are able to get straight down to business and take advantage of her well informed opinion. Because Claire knows so much about the legal and financial world she can provide a very useful sounding board for our own ideas. She has a great sense of what will and won’t work.”

Top 10 UK law firm

Recent Work

- Working with the London office of an international law firm to write and design a series of client brochures for its practice areas, focusing on setting its services apart from those of its rivals;
- Ghost-writing articles for partners, to appear in the legal press as well as other trade, national and international publications;
- Writing articles for firms’ internal publications about the market, including profiles and interviews with key clients, and,
- Ghost-writing articles on behalf of firms, for publication in recruitment materials and brochures.