

GHOST-WRITING & EDITING FOR LAWYERS

SHINING A LIGHT ON YOUR LEGAL EXPERTISE

“Writing for the media and the internet requires a different skill to drafting a contract.”

Does your team have those skills?

Showcasing your legal expertise via your website, regular legal updates and other written materials is one of the most effective ways to promote your services, but is something many firms and lawyers struggle to find the time to do.

Even those with in-house marketing support can find it difficult to cope, and only the largest law firms benefit from professional support lawyers.

Writing content to influence search engine results requires yet another skill.

A unique team – legal & marketing

Berners Marketing is unique in employing two in-house solicitors to manage our legal content services, supported by a panel of experienced solicitors, barristers, legal journalists, copywriters, marketing professionals and social media experts.

Bespoke content can be provided for

Awards	Events
Appointments	Feature articles
Blog posts	Lawyer profiles
Brochures	Newsletters
Case studies	Success stories
Charitable activities	Tenders
Client guides	Web pages
Emailers	White papers

What clients say

“We needed legal content for a completely new web section and downloadable material.

I knew of Berners’ good reputation and I wasn’t disappointed.

I’ve never before had so much original content that required so few amends, it was almost ready to go at first draft!

It was also SEO-friendly so we’re now top of Google search results for those services.”

**Debbie Connolly,
Bradbury Roberts & Raby.**

“The Berners team are just terrific. We went from having no focused, organized international, multi-language marketing plan to having one top-notch, successful programme in only six months.”

**Tim Smith,
CBM International.**

Our approach

Planning

- Step 1** We agree which legal practice areas you wish to promote and what materials you require.
- Step 2** We draft and agree a forward calendar so everyone can see their commitments.
- Step 3** We agree whether you are happy to adhere to the *Berners Style Guide* or want us to work to your own editing rules. We agree any specific style requirements.

Liaison with lawyers

- Step 4** If we need to work with a lawyer, we give them plenty of notice. Where appropriate, we also provide them with a crib sheet to help them collate the information we will need.
- Step 5** We will then arrange a telephone or skype interviews to gather any further detail needed.
- Step 6** We prepare an initial draft, which is returned to the lawyer to:
- check accuracy;
 - clarify details and queries; and
 - make any amendments.
- Step 7** We then:
- format as agreed;
 - independent proof-read; and
 - obtain final approval.
- Step 8** We liaise with the lawyer, and any partner who may be required to approve the success story or case study, until everyone is happy and authorisation for publication is confirmed.

Pricing

Simply call us on 01785 859 995 to discuss your requirements and we can prepare a quote for you.

In most instances, we can provide a fixed cost.

Where firms have a regular requirement for fresh content, we can also agree a retainer arrangement to deliver a content plan over a longer period. In this case, we plan a calendar of requirements and deadlines and agree a monthly fee to enable firms to budget carefully.

What clients say

"Berners Marketing worked tirelessly to ensure that our website was delivered on time and truly represented our brand."

**Rosalyn Breedy,
Breedy Henderson**

"The team at Berners Marketing has been invaluable in producing all the copy and helping us to build and launch the website, enabling us to focus on looking after our clients"

**Tad Ostroski
Artington Legal**

Other legal content services

Ask us for a copy of our information sheets on:

- Lawyer profiles Legal content library Success stories and case studies.

For further information call us in London on +44 (0) 207 305 7182 or in Eccleshell on 01785 859 995.

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