Dear Sir/Madam,

I am applying for a traineeship with ByrneWallace for the following reasons:

1. After attending the ByrneWallace trainee opening evening, I believe that ByrneWallace is the most progressive Irish law firm with strong legal offerings in all areas of business law.
2. In particular, I am drawn to ByrneWallace because of the firm’s commitment to exposing their trainees to numerous areas of practice. Defamation, commercial contract negotiation and intellectual property are key areas of the media and telecoms sector that I have already encountered in the running of my own media company, and I am very keen to learn more. I think ByrneWallace can offer me the best opportunity to work in this field and simultaneously give me the chance to explore other areas that I am yet to be exposed to.

My relevant experience includes:

1. I completed a summer placement at ByrneWallace which gave me an insight into certain aspects of a large Dublin firm. I hope this would aid me throughout any further time spent with the firm. I learned about the requirements to be met by a legal trainee and was excited by the fast-paced environment and stimulating problems they encounter. I learned how to work alongside a partner and meet my deadlines. My time here both in the Health Services and Marketing departments inspired me and had a part to play in starting my own partnership (Flourish Films) and apply the level of professionalism I was exposed to at ByrneWallace to the development of my own client-base.
2. Being the owner and founder of a small but successful media company (Flourish Films). The company has developed from a start-up and now produces promotional films for well-known Irish businesses such as **Eddie** **Rockets** and **Offbeat** **Donuts**. I have enjoyed using legal skills to help the business develop. Particular highlights include:
   1. Leading a team; and
   2. Contract negotiations including drafting T&Cs, bespoke clauses, and licenses;
   3. Working alongside people in a creative and professional environment.
   4. Communicate ideas to clients and earn their respect and continued business. Much of what I do with Flourish involves getting new business, finding the right places to look and approaching people with a respectful but eager and proactive approach. I know how to adapt to new working environments, meet important deadlines and fashion criticism into a better final product.
   5. An example of this would be a recent project I completed for the OffBeat Donuts Co., the success of which has earned my company another contract with the OffBeat team. The Offbeat project allowed me to put these skills to the test when I worked as part of a team to produce a successful video marketing campaign for Offbeat Donuts called, 'Be the office hero.' We were contracted by the client to manage all aspects of the production as part of an attempt by them to boost their online presence and develop their brand. The video achieved both goals and well-surpassed the client's expectations. On this project, I was responsible for liaising with the client to determine their marketing aims and offered a solution. I negotiated prices, drew up standard terms, and facilitated advanced payments, sourced equipment, locations and actors as well as other logistical tasks. I learned that I am a creative team member and am not afraid to offer alternate solutions or perspectives. I learned how to direct team members to produce the results desired by the client and how to take the client's idea and build upon it with my experience of the market to produce a Deliverable they were proud of. I hope you will consider these skills as transferrable into the ByrneWallace work environment.

This experience together with my academic experience has re-enforced my commitment to working as a practising business lawyer.

I also think that the skills I have picked up throughout my first two years at law school have benefited my company. My experience growing the company and undertaking its legal work has given me an appreciation of the significant role a business lawyer has in the life of a business.

My leaving certificate results were 575, and my University marks are outlined in my application.

I hope you will consider me for a traineeship. I want to develop my technical legal knowledge, learn more about working in team environments, dealing with challenging situations, demanding clients/deadlines and learning how to operate at that level effectively. I hope my experience to date demonstrates the value I place on developing legal skills and commercial awareness. I also hope it shows that I am driven, entrepreneurial, client focused and collegiate. I greatly appreciate any consideration you afford my traineeship application.

Kind regards,

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