Cover Letter

To whom it may concern,

I’m applying to Byrne Wallace because it is among Ireland’s most prestigious firms of solicitors, and I’m excited about the opportunity to build a career in such an environment. I believe that my experience as a self-employed service provider to law firms uniquely positions me to become a meaningful part of your team.

Since completing my undergraduate law degree, I have founded and run a successful freelance business, specializing in content marketing services for law firms across the globe. This work involves drafting persuasive, client-focused marketing content for law firm websites and social profiles.

I’ve worked on content about personal injury, bankruptcy, family law, criminal defense, and many other legal areas. This has honed my research skills and left me with the ability to distill complex legal principles into accessible language.

My freelance experience has not only deepened my knowledge of the law but has also developed my discipline, attention to detail, and ability to manage multiple projects simultaneously.

I’ve worked one-on-one with dozens of lawyers, many of whom are principals in small firms. I’ve learned about their pain points, come to understand what makes their businesses work, and helped them speak to their markets.

I’ve also had this kind of experience outside the legal industry, completing ghostwriting and content marketing projects for businesses and executives in tech, finance, marketing, HR, and other fields.

I chose not to pursue a career in legal practice immediately after completing my bachelor’s degree, as I did not know whether it was the right move for me at that time. Having had eight years to think about it, to pursue other projects, and to explore the legal industry from a different angle, I’m now confident that a career as a solicitor in one of Ireland’s top firms is exactly what I want.

Just as importantly, I’m confident that I’m in a position to perform at the very highest level in this context.

Thanks in advance for considering my application. I look forward to hearing from you.

Kind regards,

Francis Walshe.