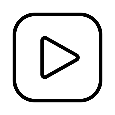
Created by Simranjeet Kaur Mann

Template to use when researching Law firms



Hover over the individual site names to directly access my respective social media sites!

simranjeetkmann

Simranjeet Kaur Mann

Simranjeet Kaur Mann

**BACKGROUND INFORMATION**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Chamber’s Student (‘True Picture’ Page) | What stood out to me? | Why did it stand out to me? | How can I show the firm it stood out to me? | Further topics I need to research on this |
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| Lex 100 (Firm Profiles page) | What stood out to me? | Why did it stand out to me? | How can I show the firm it stood out to me? | Further topics I need to research on this |
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| Law Careers Net | What stood out to me? | Why did it stand out to me? | How can I show the firm it stood out to me? | Further topics I need to research on this |
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| All About Law | What stood out to me? | Why did it stand out to me? | How can I show the firm it stood out to me? | Further topics I need to research on this |
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**SECTOR / PRACTICE AREA STRENGTHS**

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| Legal 500 | What stood out to me? | Why did it stand out to me? | How can I show the firm it stood out to me? | Further topics I need to research on this |
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**THE FIRM’S WEBSITE**

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| --- | --- | --- | --- | --- |
|  | **The Research** | **What does it tell you about the firm?** | **Why is it significant to you?** | **How can you make it relate to you?** |
| What’s the first thing you see? |  |  |  |  |
| What is the firm’s current focus? |  |  |  |  |
| Any slogans/ catchphrases? |  |  |  |  |
| Values / Ethos |  |  |  |  |
| What does the firm want to see in their trainees? |  |  |  |  |
| Recent News / Deals |  |  |  |  |
| Pro Bono / CSR |  |  |  |  |
| Diversity & Inclusion |  |  |  |  |
| Anything else that stood out to you? |  |  |  |  |

**THE FIRM’S SOCIAL MEDIA SITES**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **The Research** | **What does it tell you about the firm?** | **Why is it significant to you?** | **How can you make it relate to you?** |
| LinkedIn |  |  |  |  |
| YouTube |  |  |  |  |
| Podcasts |  |  |  |  |
| Instagram |  |  |  |  |
| Facebook |  |  |  |  |

**NEWS STORIES ABOUT THE FIRM**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **The Research** | **What does it tell you about the firm?** | **Why is it significant to you?** | **How can you make it relate to you?** |
| Lawyer2b |  |  |  |  |
| The Lawyer |  |  |  |  |
| Legal Cheek |  |  |  |  |
| Google Search |  |  |  |  |
| LittleLaw |  |  |  |  |
| Watson’s Daily |  |  |  |  |
| LawMiracle |  |  |  |  |
| Legal Podcasts |  |  |  |  |

**GAIN A PERSONAL INSIGHT OF THE FIRM**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **What did they tell you about the firm?** | **Why is it significant to you?** | **How can you make it relate to you?** |
| Person X [future trainee] (LinkedIn) |  |  |  |
| Person Y [Associate] (LinkedIn) |  |  |  |
| Person Z [Trainee solicitor] (Open Day) |  |  |  |
| Person A [Partner] (Insight Day) |  |  |  |
|  | | | |
| Personal experiences of others from forums like the Corporate Law Academy |  |  |  |
| Legal Instagram Pages |  |  |  |