

One Three Four: a one-page summary

The company name comes from a make-it-clear-quickly mantra

You need to tell your readers what your message is. Quickly. Then you need to make it easy for clients and prospects to have a conversation with you.

My make-it-clear-quickly mantra runs like this:

One clear message, *three* supporting points, and at least *four* ways to continue the conversation.

Produce the know-how updates that your clients want

Companies, law-firms and banks produce a lot of know-how updates* for their clients. But these updates and pitches often: fail to put the key points first; use formal language that makes them hard to read quickly; have layouts that bury the message.

* By know-how updates I mean emails, web pages, newsletters, research reports, briefings, and pitch documents.

Improve your content, format, and process

I help companies produce updates, reports, websites, and pitches that clients will open, read, and remember. The same techniques will help you get your message across whether the format is a web page, pitch document, internal report, or pitch:

- Give the reader what they want to know and the context that they need
- Use plain language (not over-formal business speak) and clear signposts
- Keep the reader's attention and make it worth their while to read on
- Smooth-out template wrinkles and you'll help writers to write clearer documents.

Three ways that I can help:

- **Effective-writing training for updates and pitches.** I train lawyers, research analysts, and business-development people to write in a clear and persuasive way.
- **Ways to make your updates stand out.** A few simple features (text tables and timelines, headlines and subheadings) will help you reach your readers.
- **Practical templates.** Your current templates may be part of the problem; clever Word templates will make it easier to put together sharp updates and pitches.

Simon Carter and One Three Four



Simon set up One Three Four in 2003. He has spent the last ten years helping investment banks and law firms improve their research reports, client updates, and pitch documents. Before setting up One Three Four he worked as a brand consultant and creative director, and led brand and marketing-communication projects for plcs and investment banks.

Simon was a member of the management team that sold Thumb, a branding and communication business (30 people, £3m annual turnover), to Nettec, a digital-services business, in 1999.

Call Simon on
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Or use the email
link in the top-left
corner of this page.

Previous and current clients

Law firms and legal publishers

Allen & Overy, Ashurst, Clifford Chance, Field Fisher Waterhouse, Herbert Smith, Lovells, Nabarro, Practical Law Company, Taylor Wessing.

Investment banking, financial services, professional services

Aon, Bank of Ireland, BNP Paribas, Cinven, Citigroup, Davy (Dublin based stockbroker), Deutsche Bank, Institute of Chartered Accountants in England and Wales, Majestic Research (New York investment research firm), Morgan Stanley, State of Flux.

Company details (the legal bit)

Postal address: One Three Four, 4 Ravey St, London, EC2A 4QP

Registered office, company number, VAT number

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