

One Three Four: a one-page summary

The company name comes from our make-it-clear quickly mantra:

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

We help firms produce the know-how updates that their clients want

Professional services firms, law firms, and investment banks produce a lot of know-how updates for their clients. These know-how updates include research reports, briefings, web pages, and pitch documents.

But these documents almost always fail to focus on what clients want.

Clients want documents that lead with the most important points, are easy to read quickly, and arrive in a practical-to-use format.

We can help you improve content, format, and process

We help firms produce updates that their clients will open, read, and remember.

The same thinking applies (more client focus, better formats and features, smoother process) whether the know-how updates are e-bulletins, investment-research reports, web-pages, printed copies, or seminars. Or pitches. Or even telephone and face-to-face conversations.

We can help you with:

- **Effective-writing training for updates and pitches.** We train lawyers, research analysts, and business-development people to write in a [clear and persuasive](#) way.
- **Practical tools.** We create clever [Word template-tools](#) that make it easier to: put together sharp updates and pitches; compile and re-use content.
- **Ways to make your updates stand out.** We'll make simple client-focused changes, and use clever formats that make the most of the [law of shiny things](#).

Simon Carter and One Three Four



Simon 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 in 2003 he worked as a brand consultant and creative director, and led 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.

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Previous and current clients

Law firms and legal publishers

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

Investment banking, financial services, professional services

Aon, Bank of Ireland, BNP Paribas, Cinven, Citigroup, Davy (Dublin based stockbroker), Majestic Research (New York investment research firm), two investment banks I can't name for contractual reasons, Institute of Chartered Accountants in England and Wales.

Company details

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

Registered office, company number, VAT number

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