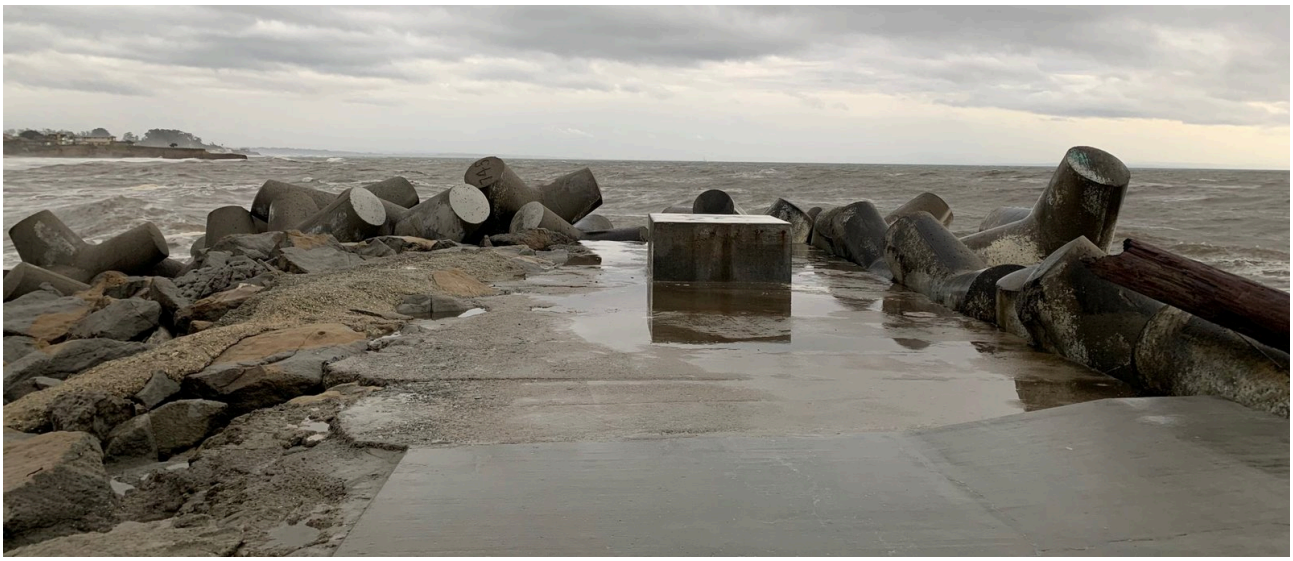


CASE STUDY · PRODUCT MESSAGING & LAUNCH

Preparing a Law-Firm-Built Platform for Spinout

Legal technology platform · Messaging and launch content · Peter Darling, positioning and writing

CHALLENGE

A global law firm’s in-house technology lab had built a platform that gave corporate legal departments a single source of truth to see and manage their legal work. The firm planned to spin it out as an independent company. Its target market, general counsel and law firms, was defended and skeptical. The product did many things but didn’t articulate a single overwhelming benefit, and the marketing for competing products sounded the same and vague. The company needed a message strong enough to make the phone ring.

WHAT I FOUND

I interviewed users, including an in-house general counsel and a paralegal manager, and reviewed how comparable legal software companies positioned themselves. Two things stood out. Almost every competitor promised generic productivity, so a specific message could stand apart. And general counsel were comfortable with a single source of truth hosted by a law firm they already trusted, which meant the firm’s credibility could carry the pitch.

THE STRATEGIC SHIFT

I drafted candidate messages, from “built by us, built for you” to “meet your legal operating system,” and tested them with the founders. The messaging moved from “the firm’s client portal” toward “the client in control across every firm they use.” When the founders pushed for a product-led hook, I rebuilt the conference script to put the product on screen within seconds rather than open with the company’s origin story.

WHAT I WROTE

- The client announcement and the company’s interim website, company page and LinkedIn copy.

- A conference postcard, an introductory blog post, and a Q&A for the sales team.
- The script for a conference product video and talk.

I worked with the founders and with the firm’s marketing and communications team.

RESULT

- My work ended as the company prepared to spin out.
- It launched as an independent company in 2021, positioned around putting corporate legal in control, with named customers, and was acquired by a legal operations company later that year.
- The “client in control” framing I developed carried through to the company’s 2021 launch.

WHAT THIS SHOWS

I can take a capable product with a crowded, vague category, find the one claim that separates it, and carry it through everything the company writes.
