

Louise Jones

Simpson Jones



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Louise Jones, who is originally from Walkinstown in Dublin, set up her business, Simpson Jones, at her home in Blessington, Co Wicklow, in February 2021.

Simpson Jones is a bespoke practice management service for busy barristers in the Republic and North of Ireland, which supports the barrister in all admin areas, so they can focus on developing their practice. Louise, a legal PA with more than 25 years' experience, was prompted to set up her own business when two barristers she was working for were appointed to the High Court as judges.

Louise was inspired to set up Simpson Jones because she knew through her network of contacts among solicitors and barristers that many could not justify having a secretary but needed support to cope with their admin – which was causing them to lose out on billing.

Louise's ambition for all of her clients is that they graduate from needing her services and that once their practice has developed and their billing increased, they can hire a secretary to manage the systems put in place by Simpson Jones.

In addition to providing a complete admin service to clients, Louise has also designed a practice management software, Barrister 365, through which Simpson Jones now deliver their services. Barrister 365 is a whole practice software designed specifically for barristers and is available as a stand alone product. Simpson Jones also offer a package whereby they populate the software for users through their unique PA Portal.

Louise was a participant in ACORNS 8 and completed ACORNS PLUS. She says the accountability that came with being an ACORNS participant enabled her to set targets, hit them and surpass them. In particular, she had set herself a deadline to launch Barrister365 by the end of Q2 2025 and did so, through the focus of ACORNS PLUS, with 1 day to spare!

In addition to working full time in the business, Louise now has two full time and one part time employee and is in the process of expanding her team. She plans to hire one full-time and two part-time staff members in the near future and intends to move into a supervisory role so she can focus on business development.

Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.



An Roinn Talmhaíochta,
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