



**ALIAN<sup>T</sup>**  
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## Introducing Aliant – Sample Messages & Talking Points

### *Introductory Email – Direct Sales Approach*

Dear NAME,

My name is \_\_\_\_\_, and I am the managing partner of Aliant COUNTRY. Aliant is a global law firm operating in 16 countries, including Europe, UK, Africa, the Americas, and Asia. Aliant law firms operate independently, with no revenue sharing, and use Aliant’s global brand (similar structure to Dentons, DLA Piper, Baker McKenzie).

Aliant will be present in over 40 jurisdictions by the end of 2022. We are very interested in expanding into \_\_\_\_\_ [city or country] and I would like to have a brief discussion with you to see if a partnership with Aliant may be a good fit for your firm.

I am happy to provide additional information and answer your questions and share how being part of Aliant has worked for our law firm. Please let me know if you would be interested to discuss the above.

Thank you.  
NAME

### *Introductory Email – Indirect Networking Approach – Option 1*

Dear NAME,

My name is \_\_\_\_\_, and I am the managing partner of Aliant COUNTRY. Aliant is a global law firm operating in 16 countries, including Europe, UK, Africa, the Americas, and Asia.

My law practice focuses on cross-border business work and we sometimes need local counsel in \_\_\_\_\_ [city or country]. We have no existing relationships in \_\_\_\_\_ [city or country] and I would like to explore whether making a connection between our firms would be mutually beneficial. Would you be available for an introductory Zoom meeting on \_\_\_\_\_ [dates and times] so we can learn more about each other’s practices and clients?

Thank you.  
NAME

## ***Introductory Email – Indirect Networking Approach – Option 2***

Dear NAME,

My name is \_\_\_\_\_. I am the managing partner of Aliant, an international law firm, with offices in 16 countries and growing fast. We are a full-service law firm that advises on a significant number of cross-border business transactions and legal matters and serves clients whose needs span many jurisdictions across the world.

Given the high volume of Aliant's cross-border practice, we would like to establish a non-exclusive relationship with a reputable law firm in \_\_\_\_\_ [city or country]. We currently do not have such a relationship. Many of my partners in other countries would similarly be interested in building a business relationship with your firm.

I would like to set up a Zoom call with you to discuss our practices and see if we can work together. Would you be available to speak on \_\_\_\_\_ at \_\_\_\_\_, or on \_\_\_\_\_ at \_\_\_\_\_?

Thank you.

## ***Introductory LinkedIn Message***

NAME,

I am the managing partner of Aliant's \_\_\_\_\_ [city] office. We are a fast-growing international law firm and are looking to expand into [target city]. I would like to connect with you and share some information about Aliant's structure and why we have been able to grow so rapidly.

I'm connecting with law firm leaders in [target city] and would like to add you to my network and learn more about you and your firm.

I look forward to connecting!

NOTE: Once connection has been accepted, follow up to secure a meeting.

## ***Follow up email***

Dear NAME,

I am following up on my previous message, below. I am the managing partner of Aliant Law's \_\_\_\_\_ [city] office. We are looking to connect with leading law firms in [target city] as part of our international expansion efforts.

Would you have time to speak on \_\_\_\_\_ at \_\_\_\_\_, or on \_\_\_\_\_ at \_\_\_\_\_?

Thank you. I look forward to learning more about you and your firm.