LAW FIRM LAUNCH PROGRAMME · TELL YOUR EXISTING NETWORK YOU'VE LAUNCHED

Launch announcement templates

Short, genuine messages you can adapt.

01 A note to former colleagues

Hi [name], a quick note to say I've started my own firm, [firm name]. We handle [practice areas] for [who you help]. I'm not after anything — just letting the people I've worked with know where I am now. If you ever come across someone who needs a hand with [area], I'd be glad to help. Either way, hope you're keeping well. [Your name]

02 A message to a past client

Only where it's appropriate to stay in touch — keep it warm, not salesy.

Hi [name], I wanted to let you know I've opened my own firm, [firm name], still working in [practice area]. It was good working with you on [matter, kept general]. If I can ever help again — or you know someone who could use a [type of solicitor] — you know where I am. Best, [your name]

03 A personal message to friends and contacts

A bit of news — I've launched my own law firm, [firm name]. We help [who] with [what]. No hard sell — I just wanted the people I know to hear it from me. If [firm name] could ever be useful to you, or someone you know, I'd really appreciate you passing my name on. Thank you. [Your name]

04 A short public post

Some personal news: I've opened [firm name], a [town]-based firm helping [who you help] with [practice areas]. This has been a while in the making, and I'm glad it's finally live. If you or someone you know needs [area], I'd be happy to talk — [link to your site]. [Optional: and thank you to the people who helped me get here.]

PREFER THIS DONE FOR YOU?

Need a site to point them to?

It's one of the things we build — hand it over and skip the DIY. · digitalroyalty.co.uk

Talk to us