

The logo for Rainmaker Retreat features the text "RAINMAKER" in a large, white, serif font above "RETREAT" in a smaller, white, serif font. To the right of the text is a stylized graphic consisting of two overlapping, curved shapes in shades of blue and green, resembling a swoosh or a drop.

RAINMAKER
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Law Firm Marketing Boot Camp for Attorneys

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Law Firm Marketing:

10 Things Attorneys Need to Know About the New Facebook Pages

By Stephen Fairley

<http://bit.ly/oQRGxT>

I have already blogged [here](#) and [here](#) about getting your Facebook presence updated for the new Facebook Pages revamp that happens on March 30.

Unfortunately, whether you are ready or not, the change is going to happen – so get out in front of it and make it really work for you! This infographic details the most important things you need to know about the new Facebook Pages:

10 Things You Need To Know

ABOUT

REVAMPED FACEBOOK PAGES

Read on to find out the 10 things you need to know about Facebook's revamped Pages.

Use this as a checklist and refer to it as you optimize your Page.

Remember to preview all your changes before you click Publish.

WHAT'S OUT?

WHAT'S IN?

REMEMBER!

1



The current Facebook Page layout.



A timeline-based Facebook Page layout.



All Pages automatically get upgraded on the **30th of March 2012**. However, you can preview and publish your updated Page layout any time before that date.

2



Default landing tabs.



- 1 Pinned posts that link to a particular tab.
- 2 Narrowed tabs are displayed under a header with a link back to the Page, a drop-down menu with other tabs and a **Like** button on the right if a user hasn't already liked the Page.



- 1 Pinned posts always appear in the top left of a Page's timeline. They remain there for **7 days** before rotating to the date they were originally posted on the timeline.
- 2 Apps can be up to **810 pixels wide**.

3



Profile pictures on the top left side of a Page.



Visually appealing cover photos and smaller profile pictures.

Cover photo images **cannot** include price or purchase information, contact info, calls-to-action or references to Facebook features such as Like or Share.

4



Apps and views listing on the left side of the Page.



- 1 Apps and views images are arranged in rows of 4 (max. 12 sizes) below the cover photo.
- 2 Users only see the **first 4** by default.

Ideal app image dimensions



The Photos app is the **default first app icon**.

5



Personal messaging via a Profile related to the Page.



Users can message the Page **directly**.



Automatically enabled but can be disabled. Under Admin Panel > Manage > Edit Page > Manage

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Free Report: 4 Myths That Keep Attorneys From Building A Referral-Based Practice

Referrals are the lifeblood of many law practices, and building a good referral program takes a proven process. Stephen Fairly unveils the **4 Myths That Keep Attorneys from Building a Referral-Based Practice** in his new [free report](#). Read and discover:

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Stephen is the CEO of The Rainmaker Institute, the nation's largest law firm marketing company specializing in lead conversion for small law firms and solo practitioners. Over 8,000 attorneys nationwide have benefited from learning and implementing the proven marketing and lead conversion strategies taught by The Rainmaker Institute, LLC.

He works exclusively with attorneys and partners at small and solo law firms to find new clients fast using online and offline legal marketing strategies and to convert more prospects into paying clients using automated marketing and by fixing their follow up systems.

Stephen is a nationally recognized law firm marketing expert and the international best-selling author of 12 books and 7 audio and video training programs.

He is a Registered Corporate Coach (RCC) through the Worldwide Association of Business Coaches, has a Master's degree in Counseling and a second Master's in Clinical Psychology. Stephen's doctoral training is from Wheaton College (IL) in Clinical Psychology and he practiced as a therapist for several years in Virginia and Chicago.



After leaving the field of clinical psychology Stephen founded and ran two technology companies, one in the restaurant industry and another in the health sciences field prior to launching Today's Leadership Coaching, LLC, a Chicago-based professional business coaching and consulting firm. The Rainmaker Institute, LLC grew directly out of his experiences first speaking to, then coaching, consulting with, and training attorneys. Since that first event at the State Bar of Wisconsin, Stephen has worked with over 8,000 attorneys from virtually every state in the country and almost every practice area.

Stephen's work has been noted and quoted in the American Bar Association's Journal, Entrepreneur, Inc., Fortune Small Business, Harvard Management Update, Business Advisor, the Chicago Tribune, Crain's Chicago Business, and on the front covers of AdvantEdge and Choice magazines. He is a member of the prestigious National Speaker's Association and his Rainmaker seminars are sponsored several times every year by some of the largest state and local bar associations in the country.

On a personal note, Stephen loves to travel and has been to 28 countries, has taken 12 cruises (all over the Caribbean and recently to Alaska), he enjoys boating, fishing and his two Bichon Frise dogs, is married to his college sweetheart, Ruth, and loves living in the desert just outside of Phoenix, Arizona.

For more information Please go to:

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