

BOOST Business with a Winning Facebook Page

Posted by [Martha Newman, J.D., PCC, TopLawyerCoach, LLC](#) • April 28, 2010 • [Printer-friendly](#)



Set Up a Facebook Page for Your Practice

Chances are you use [Facebook](#), but what about your business? Does *it* use Facebook?

Millions of lawyers and businesses are now using the most popular social networking site in the world to **BUILD BRANDS** and **ATTRACT CLIENTS**.

How?

They are setting up **Facebook Fan Pages!**

A Facebook Fan Page is essentially a **brand profile** that operates in the same manner as a personal profile. The big difference is that Fan Pages are **visible to unregistered people** and, thus, **indexed on all of the search engines**.

Top Lawyer Coach, LLC
601 Penn Street
Fort Worth, TX 76102

817/992-6711
newman@toplawyercoach.com



Facebook Fan Pages include information like:

- **Overview of company**
- **Website and contact info**
- **Press releases**
- **Videos**
- **Blog RSS**
- **Twitter updates**
- **Company news and status**
- **Customer interaction**

Much like any marketing endeavor, a Facebook Fan Page should be carefully crafted. **Don't rush it!**

Before you start building a Fan Page for your business or practice, get familiar with the process by reading [How to Set Up A Winning Facebook Fan Page](#) by Susan Payton. Or, go directly to the source - [Facebook Pages Guide](#). Both are perfect beginner's guides to setting up and getting the most out of a Page on Facebook for your business.

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