



Marketing Yourself as a Signing Agent

Marketing yourself as a signing agent can be challenging and requires patience. Here's a clear and structured approach to effectively promote your services and maximize your opportunities:

1. Develop a Professional Website

A well-crafted website is helpful but might be optional right away. A website adds credibility but depends on what you want to do with your business. If you create a website, ensure it reflects your business. Many affordable resources are available to help you create a professional site. Ensure your website provides transparent information about your services, as potential clients often visit websites when searching for notary signing agents.

2. Register on Prominent Online Platforms

To increase your visibility, register on well-known online platforms such as:

- Notary Café
- Notary Rotary
- 123 Notary

While there may be registration fees, view these as investments in your business. You can step into this later if you choose to, especially if finances are tight when starting up.

Be cautious of services that promise excessive assignments for a small fee; these are often misleading. Also, avoid companies that request personal information under pretenses—they may attempt to build a database or send you unnecessary bills. Check out the services on notary platforms. Ensure that the comments you encounter are made by genuine notaries and not by paid reviewers. You can use the Better Business Bureau (BBB) and Google.

3. Prepare Your Documentation

Ensure you have all necessary documents, such as certificates, commission, E&O, and bond papers, ready for upload. Being organized and prepared is crucial for a smooth process. Keep these documents in several locations, such as a USB drive and a Secure Cloud Storage Service. Some of these services provide encryption for securely sending and receiving files.

4. Be Assignment-Ready

Ensure you have all the tools needed for assignments, including a printer, journal, stamp, and other essentials. Being fully equipped will help you respond promptly to opportunities.



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5. Review Vendor Sign-Up Procedures

First, search the Vendor page for sign-up instructions before calling them. Some vendors will provide a portal, some have links to use, and some provide email addresses or phone numbers. Always follow their specific processes because vendors won't hire notaries who can't follow instructions or find information independently. Reading and following their instructions will also ensure you are correctly registered.

6. Communicate Professionally with Vendors

When reaching out to vendors, introduce yourself concisely. For example: "I am a Notary2Pro graduate and would like to work with you. What steps do I need to take?"

Keep your introduction brief but informative with a smile in your voice. Be friendly and mindful of their time.

7. Utilize the Vendor List Effectively

Download the Vendor/Client List and contact them. On Tuesday, choose to contact 5 to 10 vendors. On Wednesday, reach out to a new set of vendors. Continue this pattern by contacting a different set of vendors each day. Follow up with the vendors you initially contacted one week later, maintaining consistency by reaching out on the same days each week.

8. Focus on In-Person Marketing

Use Wednesdays or Thursdays to market yourself in person. Keep in mind the days you visit. If it's a Monday, they could be overwhelmed, or on Friday, they have already gone into weekend mode or are busy finishing work before the weekend. Visit local title companies, real estate offices, banks, FedEx, and UPS offices, which may no longer offer notary services. Introduce yourself, offer your services, and distribute your business cards. Have a list of your fees handy. Regular visits will help build personal connections and keep your services top of mind.

9. Companies Nationwide

Contact signing services nationwide—not just locally. Call five to ten companies each week and ask how you can be added to their database. Build relationships by remembering the names of the people you speak with and following up consistently. Persistence will help you stand out and increase your chances of receiving assignments.



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10. Utilize Social Media to Advertise Your Services

Use LinkedIn, FaceBook, and other social media to advertise your services. Social media platforms are powerful tools for advertising and promoting your services.

Here's how to effectively leverage LinkedIn, Facebook, and other social media channels to enhance your visibility and attract clients:

1. LinkedIn

- **Create a Professional Profile:** Ensure your LinkedIn profile includes a professional photo, a compelling headline, and a detailed summary of your services and qualifications. Highlight your certification, skills, and experience as a signing agent.
- **Network and Connect:** Connect with industry professionals, including real estate agents, title companies, and other notaries. Engage with their posts, join relevant groups, and participate in discussions to build relationships and increase your visibility.
- **Post Regular Updates:** Share updates about your services, industry insights, and client testimonials. This will help keep your network informed and position you as a knowledgeable professional in your field.
- **Utilize LinkedIn Ads:** Consider using LinkedIn's advertising options to target specific industries or geographic areas with ads promoting your notary services.

2. Facebook

- **Create a Business Page:** Set up a dedicated Facebook Business Page for your notary services. Include detailed information about your offerings, contact details, and a link to your website.
- **Join Relevant Groups:** Participate in local community groups, real estate groups, and other relevant forums where potential clients might seek notary services. Engage in conversations and offer helpful advice to build credibility.
- **Share Engaging Content:** Post regularly about your services, share success stories, and provide valuable tips related to notary work. Utilize eye-catching visuals and call-to-actions to drive engagement.
- **Run Facebook Ads:** Use Facebook Ads to reach a broader audience. You can target specific demographics, interests, and locations to attract potential clients who might need notary services.



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3. Other Social Media Platforms

- **Instagram:** Share visually appealing content related to your services, such as behind-the-scenes looks at your work, client testimonials, and industry tips. Use relevant hashtags to increase your reach.
- **Twitter:** Post updates and engage with industry conversations using hashtags related to notary services and real estate. Follow and interact with key influencers and potential clients.
- **Nextdoor:** Engage with your local community by joining neighborhood groups and offering your services. Share useful information and promotions tailored to local residents.

4. Additional Platforms

- **Professional Forums and Communities:** Join and contribute to online forums and communities related to notary work and real estate. Provide valuable insights and answer questions to establish yourself as an expert.
- **Review Sites:** Ensure your business is listed on review platforms like Yelp and Google My Business. Encourage satisfied clients to leave positive reviews, enhancing your reputation and attracting new customers.

By actively engaging on these platforms, you can build a robust online presence, connect with potential clients, and grow your notary business. Consistency and professionalism in your social media interactions will help you stand out and attract more business.

Conclusion

Marketing yourself as a signing agent takes time and persistence. By following these guidelines and remaining patient, you will increase your visibility and start receiving more assignments. If you experience any issues or haven't received responses, please contact us promptly. We are here to support you throughout this process.

Feel free to reach out if you have any questions or need further assistance.

Best regards,



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