

How to Market Your Notary Signing Services and Get More Business

Market Your Signing Agent Business

As a start, it's a good idea to contact real estate brokers, attorneys, mailing centers, and mortgage companies. You can use other marketing strategies such as creating and distributing flyers, passing out business cards, building a website, or putting up road bandit signs. You should also join professional notary associations such as the National Notary Association. Join notary organizations like the National Signing Agent, Registry, Notary Rotary, and USA Notary. Also, you should participate in online notary forums. Forum memberships are great for meeting and establishing relationships with other signing agents who can give you useful ideas for expanding your signing agent business. It will also help you to master the notary public laws, rules, and procedures.

Becoming a Notary Signing Agent has proven to be rewarding careers move for many people and could prove to be a lucrative and worthy experience for many others. If you're like most Notaries, you want to grow your business and get more clients, but you don't have a big marketing or advertising budget, if you have one at all. Luckily, there are plenty of techniques you can use to start seeing an increase in your business without having to increase the amount of money coming out of your pocket.

When you start looking for ways to get more business, you will have three basic options:

1. Word of mouth
2. Online Marketing
3. Traditional Marketing and Advertising

Here are a list of tips within each of these categories to help you better capitalize on your marketing efforts.

WORD OF MOUTH

It is no secret to anyone in business for himself or herself that the best way to get new clients is through referrals from other clients. But client referrals don't always just happen on their own. Of course you want to do a good a job, present a professional appearance and make sure you've met all of your clients' needs so that they would be more likely to use your services again and refer you to a friend or colleague, but if you're not doing more than this you could be missing out on potential business.

If you want your clients to refer you, ask them to. There is nothing wrong with asking a satisfied customer to help you spread the word about your Notary services. In fact, most of your clients will probably be happy to do it and ask for nothing in return outside of the great service that you always provide.

Word of mouth is the best marketing tool you have at your disposal, so make sure you use it as much as you can by keeping your walking advertisements happy, with your name fresh on their minds. Here are some tips to help you promote your word of mouth marketing:

1. Make sure you have your business cards to give out to all your customers in case they need you to answer a question after the closing (they may also want to contact you in the future or refer you to a friend)
2. Consider printing your business card or contact information on a refrigerator magnet or yearly calendar to give to repeat clients
3. Be creative and come up with a slogan or catch phrase that will help clients and potential clients remember you (for example: "The Saturday Signing Agent (or any other time you need me)" or "Joe Smith – Ordinary Name, Extraordinary Loan Signing Services")
4. Stand out from the crowd with your professionalism. While telling jokes or wearing outlandish clothing may help you stand out, it probably won't help you build your business. Make sure that your dress, demeanor, punctuality and everything about your service are professional – this is the image that you want associated with your name.

ONLINE MARKETING

If you're not web savvy, this type of marketing could seem a bit overwhelming and you might tend to overlook it. But even if you have no idea how websites work (or have no money to spend) you can develop a presence online easily.

The list below will begin with the easiest avenues of online marketing and progress to the ones that require a deeper knowledge. So, no matter what level of know-how you possess, you should be able to take advantage of at least the first few tips.

✓ **Join online Notary signing agent directories**

You'll be able to find some directories you can join for free and create a basic listing that can include your name and contact information. Paid directories tend to cost between \$20 and \$100. To find directories, simply do a search on Google or Yahoo! For "notary signing agent directories."

You also need to look at: NotaryRotary.com, NotaryDepot.com, 123Notary.com, GoGetNotary.com, GoMobileNotary.com in that order, in my opinion, to list yourself with

an excellent profile on each. I am partial to NotaryRotary.com and NotaryDepot.com because that is where I am able to communicate with other notaries.

✓ **Advertise in local online directories**

Local online directories like yellowbook.com offer an online version of local phone book listings. These directories usually offer a variety of advertising options, and some even offer the ability to create your own custom web page. While this option will require payment for inclusion, it is often an affordable option if you don't have a website.

✓ **Create a website/Webpage's**

This is a great idea if you can do it (or afford to have it done). In many cases you can find an affordable option for website creation (often without spending more than a few hundred dollars), you'll just have to do your research. A simple website with just a few pages to highlight your services, fees, your contact information and the areas you cover could be all you need. If you do have a website, make sure to tell all your contacts and, of course, include it on your business card.

✓ **PPC advertising**

For this type of advertising you'll have to have a website. PPC (Pay Per Click) ads are sponsored listings that appear on the top and right of search results on search engines such as Google and Yahoo! With this type of advertising, you bid on keywords that your potential clients would use to find you (for example "Signing agents in Albany, NY "). You select as many keywords as you want and how much you are willing to spend (the minimum is \$0.10 per click and goes as high as you are willing to spend). The more specific your terms (like the example above), the less you'll have to spend, and you only pay when someone clicks on your ad. If you have a website, you won't find a more cost-effective option; just make sure to monitor this closely as this type of advertising doesn't always work for everyone.

TRADITIONAL MARKETING AND ADVERTISING

This section covers the most recognizable forms of advertising a small business. Things like billboards, radio ads, ads in your local newspaper and in your local phone book can be effective ways of driving more business, but the cost can often be prohibitive, especially if you're just starting out or are working only part time.

If your business is small and just starting, an ad in the phone book will probably be you're only reasonable option. If your business starts to grow, and especially if you start working with or employing multiple signing agents, advertisements in the newspaper real

estate or business section or targeted billboards may help to take your business to the next level.

Know your Advertising Laws

No matter what forms of marketing and advertising you choose, be sure that you know your states laws when it comes to advertising your Notary services. For example: did you know that it is illegal in many states to literally translate the phrase "Notary Public" to another language in any of your marketing materials? This is because, in other countries, individuals who hold these titles can often offer legal advice or perform other duties that are prohibited by Notary Publics in the United States.

If you don't know the law, improper advertising can lead to a fine, cause you to lose your commission or worse.

So, start using some of these tips to build your Signing Agent business in your community. But do your research, make sure you are in compliance with all your state's laws and you'll be on your way to building the image you want for your Notary Signing Agent business.

Notary Signing Agent E-Book 2010 By Lewisa Denise Thomas Certified NSA