



Create Your Notary Niche & Give it Wings

PRESENTED BY: VANESSA TERRY



NNA 2022 LAS VEGAS
EVOLVE

© 2022 National Notary Association



NATIONAL NOTARY ASSOCIATION

The Notarial Industry is *Bigger Than You Think!*

- The Notary industry has been around for hundreds of years.
- Notaries have capabilities to do more than the average notary typically knows.
- Think Bigger!





General Notary Work

- Notarial acts that are not real estate transactions.
- Typically, the work will come from businesses or individuals in your community.
- Who doesn't like Same Day Payments!

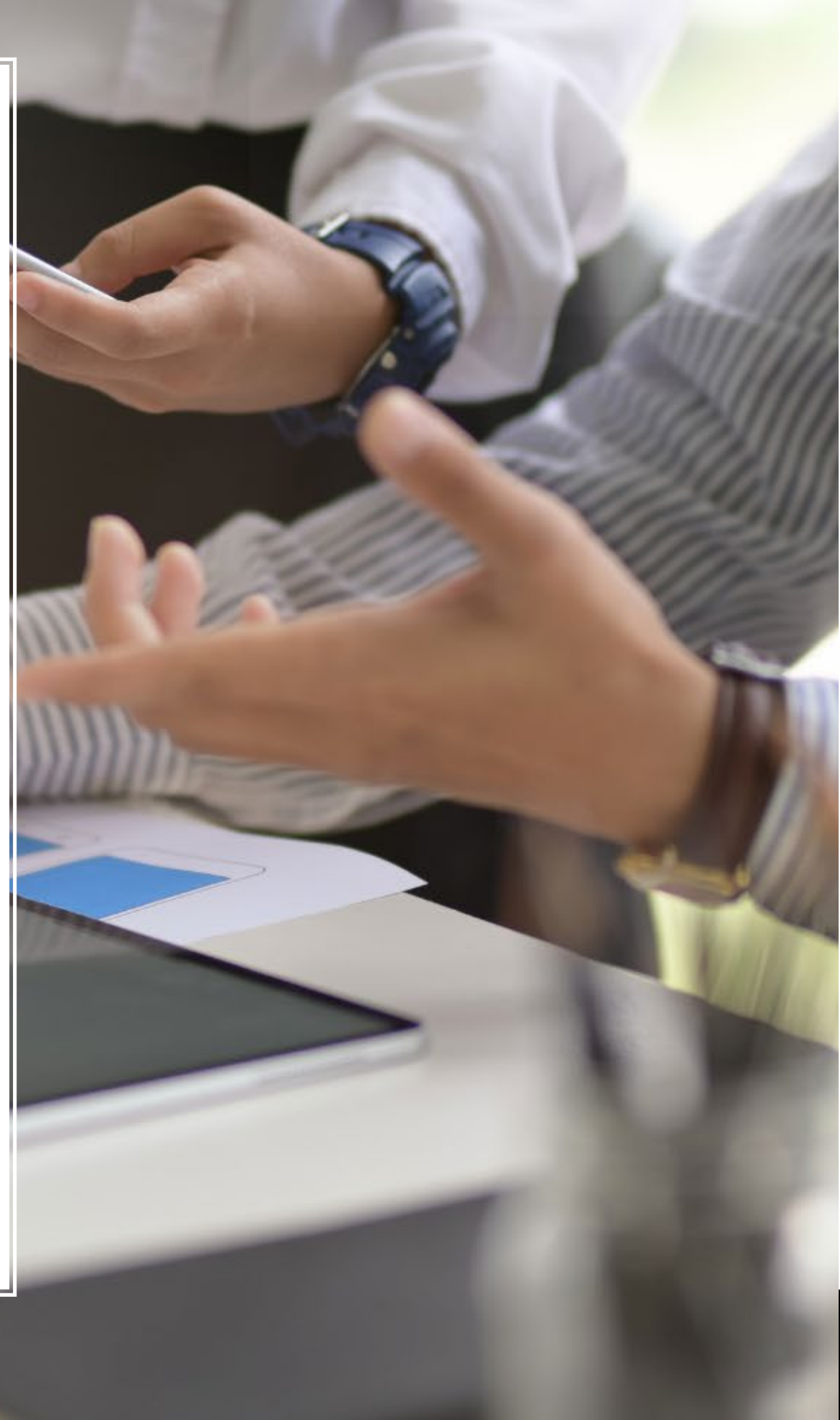


Where are my *notary signing agents?*

- Definitely the most discussed tier of notary work.
- Notary Signing Agents conduct real estate closing transactions.
- What's all included?
- -Training & addt'l credentials, insurances, office supplies, much more

E-Notary RON

- "The new kid on the block"
- Notarizing documentation using technology online.
- What's all included: Training & Research, Online platforms and credentials and marketing/management systems.



Weddings & Apostilles

Those special friends that only some of us get to interact with.

Conducting weddings

Validating documents for international use



Non-Notary Work



Field Inspections



Courier



Permit Running



Process Serving



Fingerprinting

Give Your Business Wings

- Set your business's strategic objective!
- Take time to really determine what you want your business to operate like and what results do you want it to produce.
- Really take time to dream and build the life you want.
- "Design your life first, then build your business to fit your life!"



Add Your Own Flavor!

- Who are you as an individual?
- What are your favorite colors, sounds, images, ways to communicate?
- You will only love doing something long term, if it is truly YOU!





BRANDING

is the way that your customer perceives you

Branding Specific To You

- How are you reaching your potential market?
- Marketing Must Haves: Logo, Website, Google Business Pages, Social Media (LINKEDIN IS A MUST), Business cards and branded materials.



Research Your Industry

- Laws change ALL THE TIME!
- Know who is playing in your industry.
- Take time to see new companies, regulations or ideas that can impact your business.
- Improve on your craft!

Research Business Building

- Invest time to learn about what forming a business means and the responsibilities associated with.
- Understand the benefits.
- Learn the techniques and systems need to grow and scale a successful business





Look For Inspiration

- You do not have to re-create the wheel.
- Look for inspiration EVERYWHERE!
- Look at other websites, social media profiles and talk to other notary and non-notary business professionals for ideas to implement in your business.

Questions?

Because they are awesome!!!

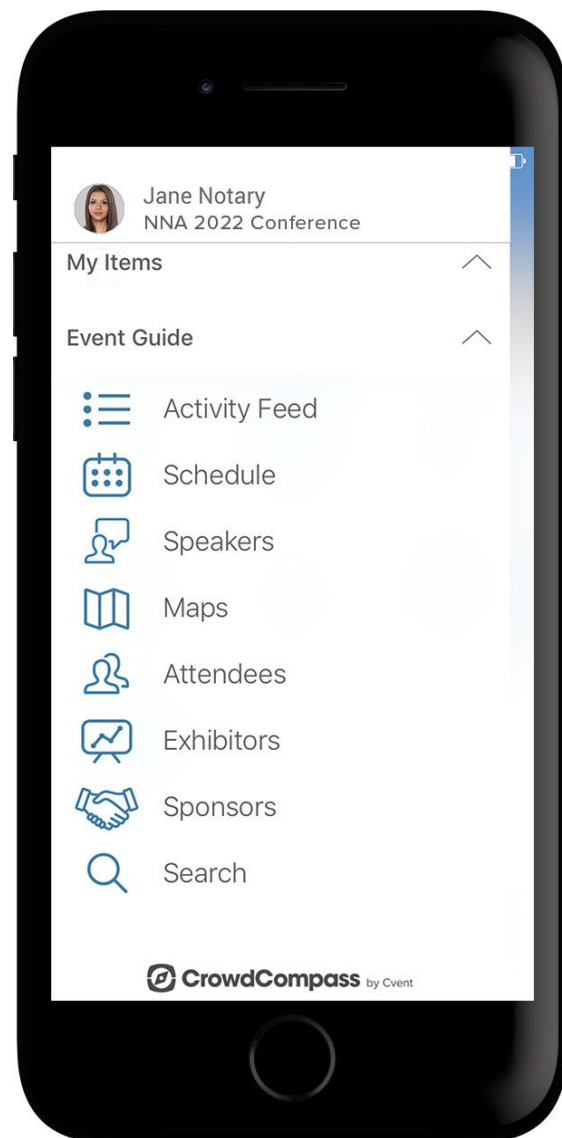
Stay Connected

Vanessa Terry, Founder

Notary2Notary

Info@notary2notary.com

804-352-5979



Rate this workshop

Please tap the NNA 2022 App to rate this presentation. If you have questions about the app, visit us at the NNA Hub.

Thank you for attending!