

Be the Savvy Notary with LinkedIn and Personal Branding

Sandra Long
President
Post Road Consulting LLC



Be the Savvy Notary with LinkedIn and Personal Branding

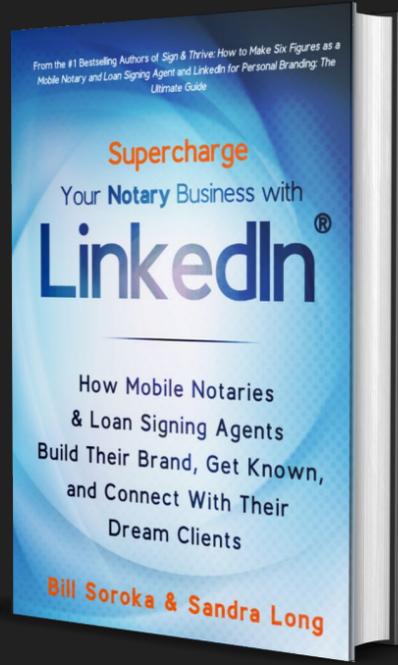


Sandra Long, President
Post Road Consulting LLC



Hello





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WIKIPEDIA DEFINITION OF PERSONAL BRANDING

“Personal branding is essentially the **ongoing** process of establishing a prescribed image or impression in the mind of others about an individual, group, or organization.”



WIKIPEDIA

The Free Encyclopedia

THE VALUE OF A PERSONAL BRAND

Attract

Impress

Influence

Differentiate



Visioplanet Photography

A photograph of three people sitting around a wooden table in a meeting. A woman on the left is seen from the back, wearing a light-colored sweater. A woman in the center is smiling and looking at a laptop. A man on the right is wearing glasses and a denim jacket, also smiling. The background features a chalkboard and some plants.

Profile Views > Introductions & Referrals

cc: Brooke Cagle - https://unsplash.com/@brookecagle?utm_source=haikudeck&utm_medium=referral&utm_campaign=api-credit

Personal Brand vs Company Brand



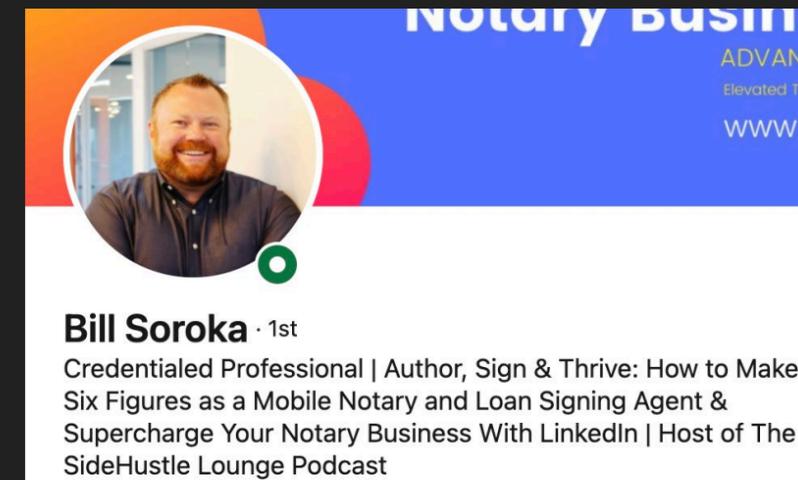
Gratitude!



LinkedIn profile of Renee Lamb, MBA-PMP. The profile picture shows a woman with a gold necklace. The background features a collage of professional credentials including 'TRAINING MEMBER' and 'PROFESSIONAL SIGNING AGENT'. The text below the photo reads: **Renee Lamb, MBA-PMP** (She/Her) · 1st
Mobile Notary Public | Loan Signing Agent | Apostille Agent
Greater Phoenix Area · [Contact info](#)



LinkedIn profile of Travis Wyman. The profile picture shows a man smiling. The background features a city skyline and the text 'WYMAN MOBILE NOTARY'. The text below the photo reads: **Travis Wyman** (He/Him) · 1st
Mobile Notary | Loan Signing Agent | Closing Agent
Greater Minneapolis-St. Paul Area · [Contact info](#)



LinkedIn profile of Bill Soroka. The profile picture shows a man with a beard. The background features a blue and orange graphic with the text 'Notary Business'. The text below the photo reads: **Bill Soroka** · 1st
Credentialed Professional | Author, Sign & Thrive: How to Make Six Figures as a Mobile Notary and Loan Signing Agent & Supercharge Your Notary Business With LinkedIn | Host of The SideHustle Lounge Podcast

WHY LINKEDIN?



50 MILLION



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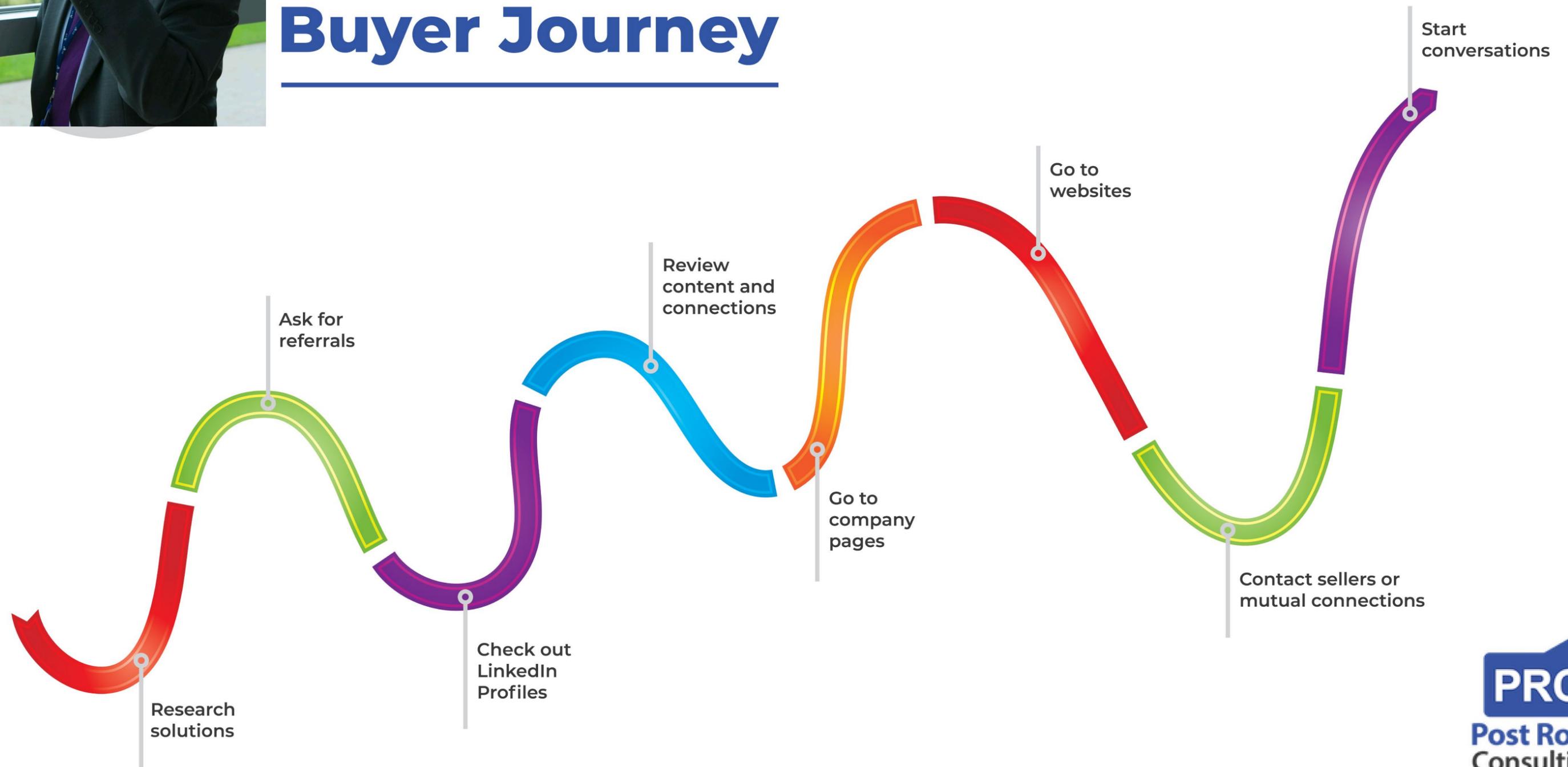




YOU AS LINKEDIN USER?



Modern Buyer Journey



○ Digital – Connected - Mobile



LinkedIn Opportunities

Found	Be found
Attract	Attract - Impress
Visible	Be visible
Connect	Find people, jobs, organizations
Engage	Engage and Get Referred

Sandra Long

Author of "LinkedIn for Personal Branding" | Co-Author of "Supercharge" | LinkedIn and TEDx Speaker | B2B Social Selling | LinkedIn Training | Certified Virtual Presenter | "Be a Friend First"

New York City Metropolitan Area · [Contact info](#)

500+ connections

[Open to](#) [Add section](#) [More](#)

Open to work
Guest Lecturer, Guest Speaker, Speaker, Onlin...

Providing services
Corporate Training, Executive Coaching, Mark...

Post Road Consulting LLC - LinkedIn Training

University of Rochester

Consider YOUR Introduction Card

And the Company Factor

PRC Post Road Consulting

Post Road Consulting LLC - LinkedIn Training

LinkedIn Training and Consulting for Corporate and University Leaders throughout USA and Canada

Professional Training & Coaching · Westport, CT · **897 followers**

[Edit Page](#) [Share Page](#)

Notary Coach

Notary Business Builder

ADVANCED-NOTARY MASTERMIND

Elevated Training, Conversations, and Technology for the Modern Notary

www.NotaryCoach.com



Bill Soroka · 1st

Notary Coach Notary Coach

Credentialed Professional | Author, Sign & Thrive: How to Make Six Figures as a Mobile Notary and Loan Signing Agent & Supercharge Your Notary Business With LinkedIn | Host of The SideHustle Lounge Podcast

Talks about #authors, #podcast, #sidehustle, #entrepreneur, and #notarysigningagent

Greater Phoenix Area · [Contact info](#)

3,611 followers · [500+ connections](#)

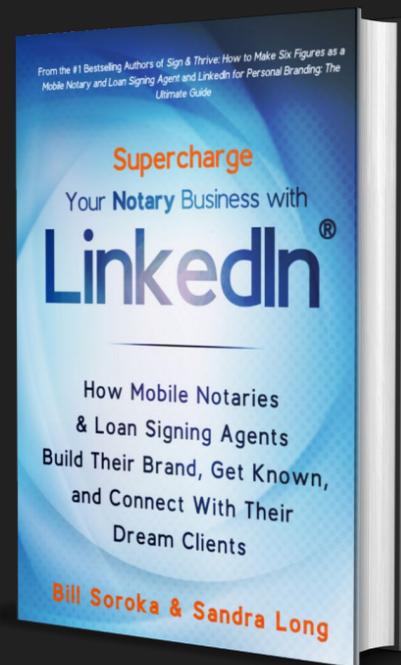


112 mutual connections: Harroll V. Chisom, Debbie Hudson, and 110 others

[Message](#)

[View in Sales Navigator](#)

[More](#)



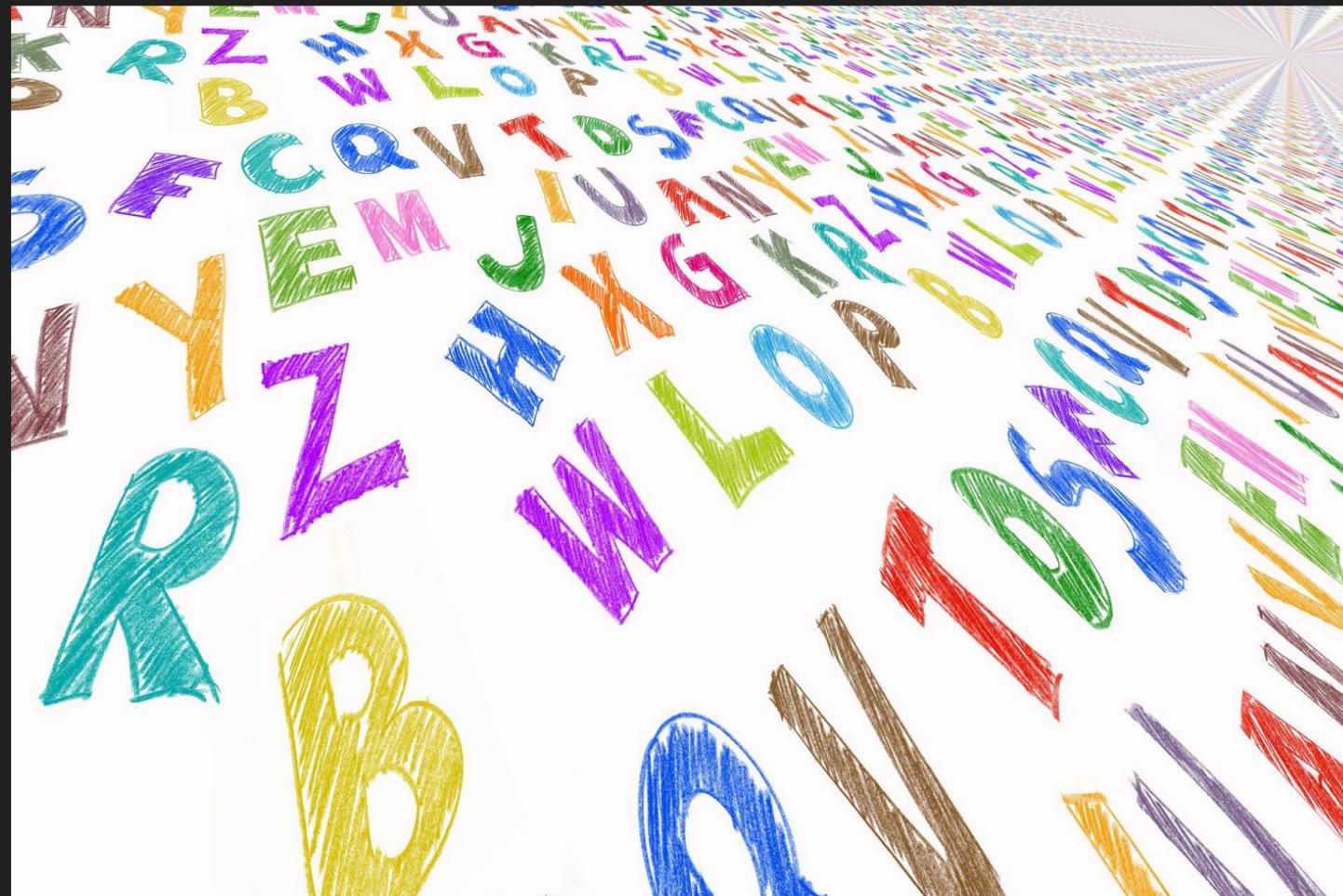
1. Clarity, Positioning, and Purpose



2. Voice

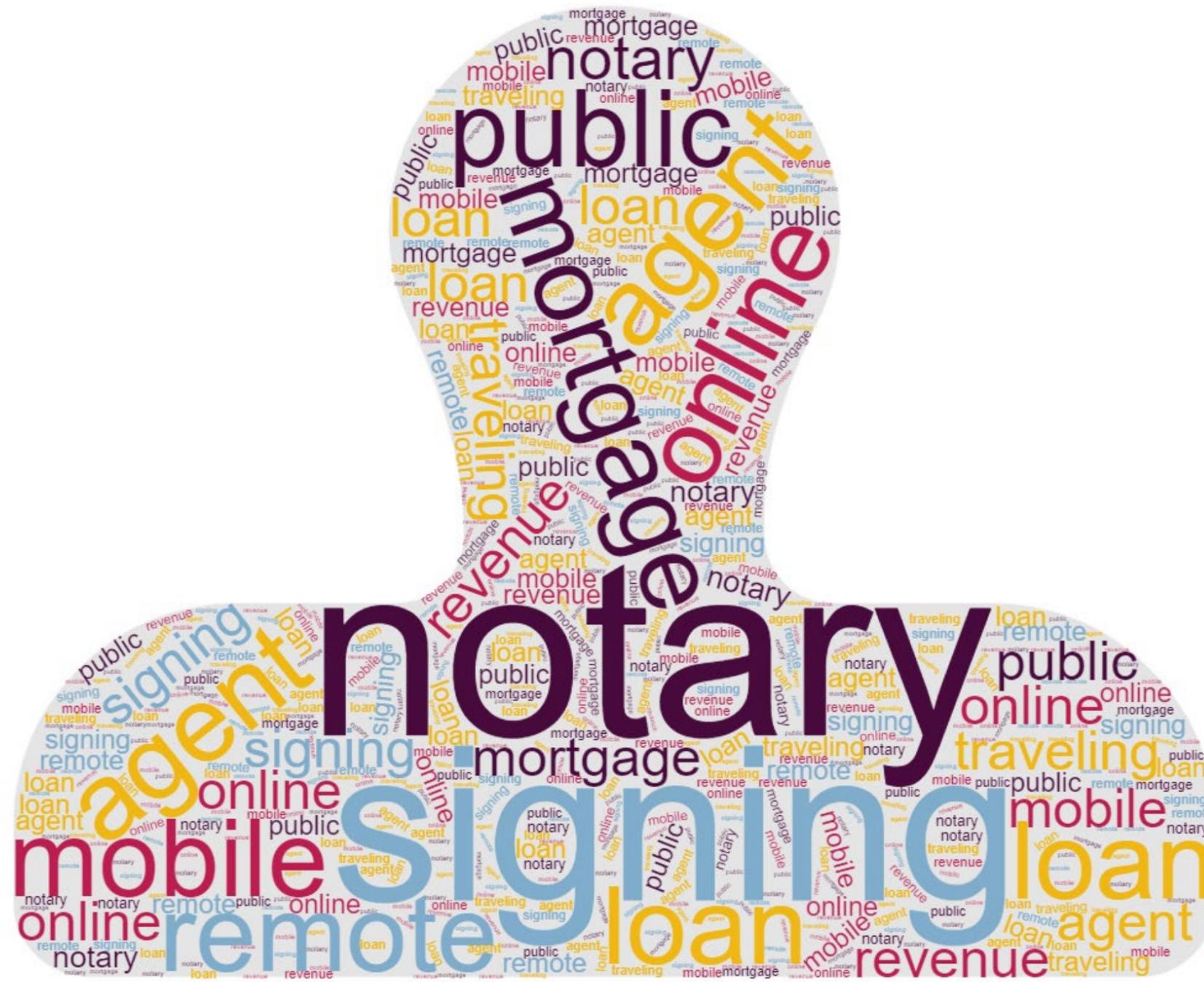
- Authentic
- Personality
- Values
- Philosophy
- Approach

3. Brand LANGUAGE



Keywords

education energy engineering england **english** environment ergonomics ethics european evidence exercise family **fashion**
film financial food forensic french **gender** global great guide handbook **health history** hospitality
human identity image industry **information international** internet **introduction** john jones **journal** journalism land
language **law learning** life literature logistics making
management managing **marketing** mass
media medicine medieval **mental methods** michael midwifery modern **music** national new news **nursing**
nutrition occupational operations organisational people performance physical physiology planning play police **policy** political **politics** popular power
practice press principles process professional project promotion **psychology** public qualitative quality reflective



Where?

- **Headline**
- **Experience**
- **Skills**
- **Descriptions**
- **Essay**



Personal Words



Community Sales
Attitude Positivity
Sandra LinkedIn
Family Reinvention
Friendship
Clients Learning

INBOUND

ENR YOUR PIPELINE WITH
EDIN SALES NAVIGATOR



Add profile section ▾ **More...** ✎

Sandra Long 🔊 

LinkedIn Webinar Speaker | Author of "LinkedIn for Personal Branding" | TEDx Speaker | LinkedIn Speaker | Social Selling | LinkedIn Training | #Inbound20

New York City Metropolitan Area · **500+ connections** · [Contact info](#)

Open to work ✎
Guest Lecturer, Guest Speaker, Speaker, Online Instructor and Adjunct Professor roles
[See all details](#)

👁 All LinkedIn members

Providing services ✎
Marketing Consulting, Digital Marketing, Social Media Marketing, Lead Generation, and Even...
[See all details](#)

👁 Anyone



Longer Headline Opportunity

4. Tell Your Story



- Articles, posts, and videos
- Images
- About Essay

About Essay

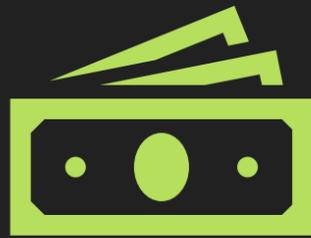
- Introduction
- Professional
- Personal
- Written in 1st person
- Uniquely you



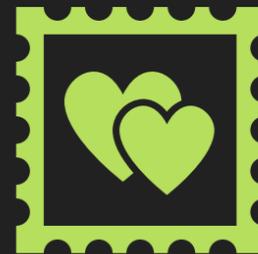
Story



About Examples



Bill – Opportunity vision



Renee – Loves what she does



Travis – Helping clients

Sandra's 5 H Format

- Hook
- Help
- Human
- Hot-words
- Hello



Work Experience

- Links to Company Page
- Logo
- Title & Co
- Description
- Dates
- City



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Experience Sections for Portfolio Careers

Notary

Realtor

Consultant

Travis

Experience



Wyman Mobile Notary Services

Self-employed · 2 yrs 7 mos

- **Loan Signing Agent/Licensed Real Estate Closing Agent**

Aug 2019 - Present · 2 yrs 7 mos

Lakeville, MN

I provide real estate closing experiences that are enjoyable and convenient for the signers. Closings can happen at a time and place your client desires and with the high level of customer service you ...see more

- **Mobile Notary Public**

Aug 2019 - Present · 2 yrs 7 mos

Lakeville, Minnesota, United States

I provide flexible and convenient notarizations at a time and place of your choosing.

I specialize in working with attorneys to get estate related documents notarized for their clients. I am a preferred vendor of many senior living and health care facilities and am experienced in navigating the many issues that may be involved in getting documents notarized in these settings.

I travel to the location of your choosing so that you can quickly get your documents notarized and get back on with your day. All notarizations are done by appointment.

I cover the southern half of the Twin Cities and more specifically the cities of Lakeville, Farmington, Apple Valley, Burnsville, Rosemount, Eagan, Elko New Market, Prior Lake, Savage, Shakopee, Bloomington, Inver Grove Heights, Mendota Heights, Hastings, Northfield, Richfield, Minneapolis, and St. Paul.

5. Visual Brand

- Headshot
- Background banner
- Logos
- Content



Headshot



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Add profile section ▾ More... ✎

Sandra Long

Author "LinkedIn for Personal Branding" | LinkedIn Speaker | TEDx Speaker | LinkedIn Trainer for Corporate - University of Rochester
Greater New York City Area · **500+ connections** · [Contact info](#)

About

I am among the early pioneers of women in field sales. I started my career in sales and my manager taught me the ropes. But there were many other things I had to learn. I am fortunate to enjoy many opportunities to lead teams comprised of talented individuals. I began using LinkedIn for B2B sales research in 2005.



Sandra Long

LinkedIn Webinar Speaker | Author of "LinkedIn for Personal Branding" | TEDx Speaker | LinkedIn Speaker | Social Selling | LinkedIn Training | #Inbound20 | Certified Virtual Presenter
New York City Metropolitan Area · **500+ connections** · [Contact info](#)

Add profile section ▾ More... ✎



- Post Road Consulting LLC - LinkedIn Training
- University of Rochester







WYMAN MOBILE NOTARY SERVICES
(612) 421-2230

**CONVENIENT.
DELIGHTFUL.
TRUSTED.**

TRAVIS WYMAN
MOBILE NOTARY &
LICENSED CLOSING AGENT

Travis Wyman (He/Him) · 1st
Mobile Notary | Loan Signing Agent | Closing Agent
Greater Minneapolis-St. Paul Area · [Contact info](#)

500+ connections

 13 mutual connections: Sharon Brake, Laura Biewer, and 11 others

[Message](#) [View in Sales Navigator](#) [More](#)

Providing services
Notary, Real Estate, Title Insurance, Customer Service, Outsourcing, Project Management, Mortgage Lendin...
[See all details](#)

 **Wyman Mobile Notary Services**

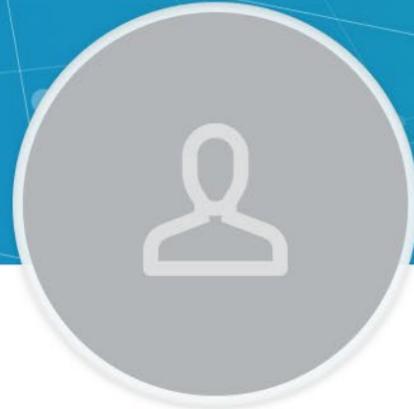
 **Saint Mary's University of Minnesota**





Sarah Lechelle

Profile header for Todd [redacted] on LinkedIn. The header features a blue background with a white network diagram pattern. On the left is a grey circular placeholder for a profile picture. To the right are three buttons: 'Connect', 'View in Sales Navigator', and 'More...'. Below the buttons, the name 'Todd [redacted]' is displayed, followed by the title 'SVP Ch [redacted]'. To the right of the title is a small icon of a person and a grey redaction box. Below the title and icon is the text 'Greater New York City Area · 500+ connections · [Contact info](#)'. At the bottom right of the header is the 'Lenigh University' logo and name.



Connect

View in Sales Navigator

More...

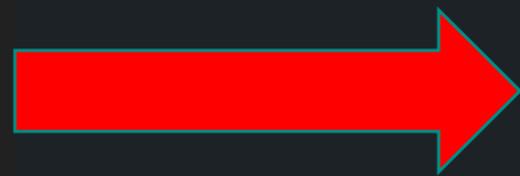
Todd [redacted]
SVP Ch [redacted]



Greater New York City Area · 500+ connections · [Contact info](#)

Add Frames

Frames



Original

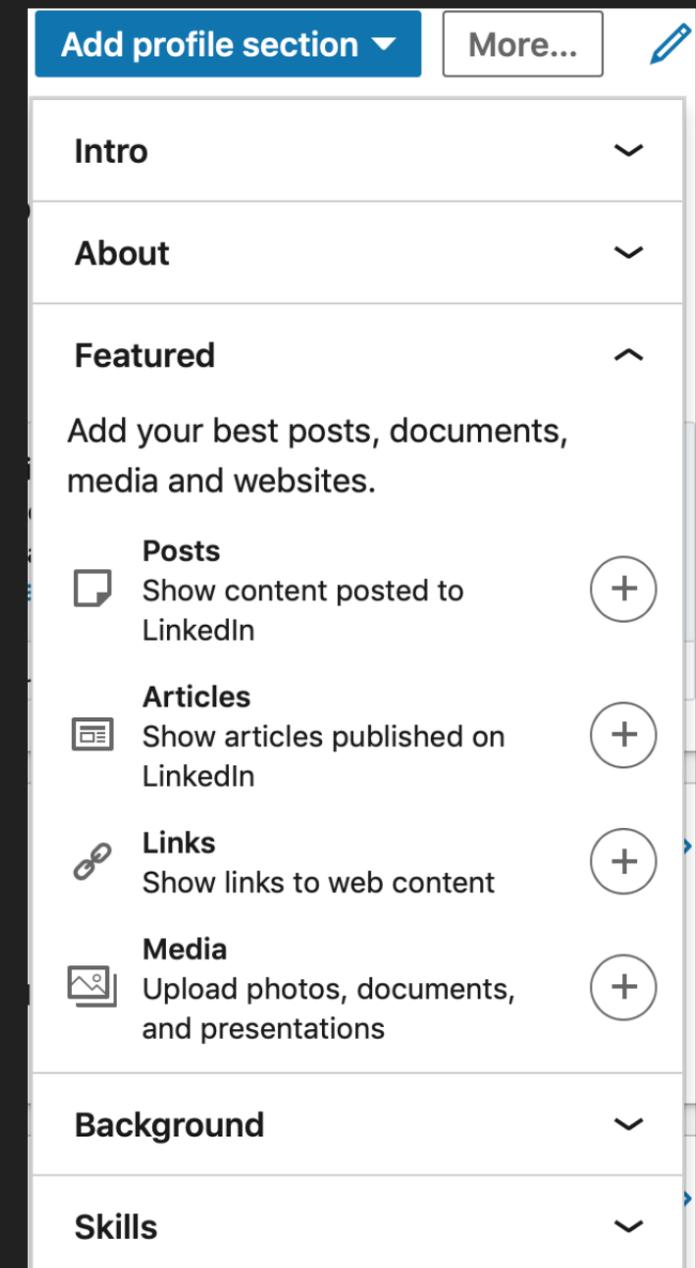
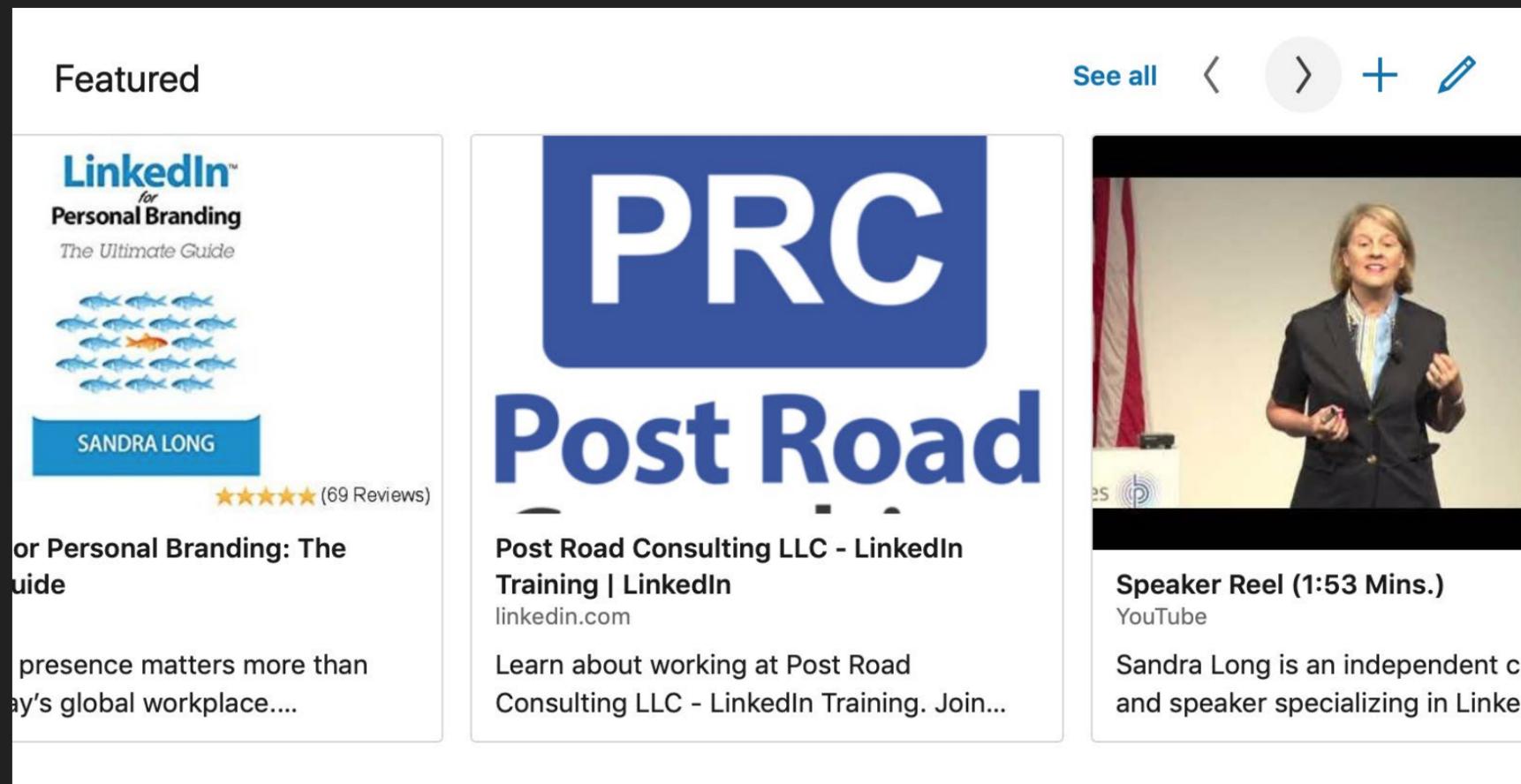


#Hiring



#OpenToWork

New “Featured” Content



Renee's Featured Sections

Featured

Published · 11mo



The A-Z Guide to Refinancing Your Home

Renee Lamb, MBA-PMP on LinkedIn

A 2020 Bankrate survey, reveals that nearly 17% of the overall mortgage borrowers refinanced in 2020, while more than 27% considered refinancing yet didn't proceed forward with th...

Link · 1yr



Safety Tips for Mobile Notaries



Safety Tips for Mobile Notaries | Workshop

YouTube

Mobile Notaries and Notary Signing Agents frequently meet with strangers, which can pose some potential hazards. Here are 4 safety tips to follow when you're...

Posted · 1yr

4 Bad Notary Signing Agent...



4 Bad Notary Signing Agent Habits To Avoid

nationalnotary.org



4

Bill's Featured Sections

Featured

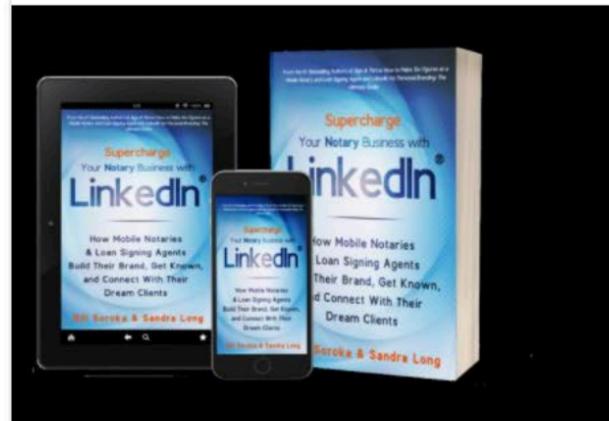
Link · 6mo



Bill Soroka | Bio Link- See What's New & Happening
bio.link

Connect to events, sites, new episodes, and more!

Link · 1yr



Supercharge Your Notary Business with LinkedIn Book
notarycoach.com

" Supercharge Your Notary Business With LinkedIn takes us beyond the how-to's of the notary and signing agent world.

Link · 1yr



Laura Biewer
Presents...Training and Repl...
notarycoach.com

This is the most detailed and specific training you'll find on the web for Specialty Notary Work. Learn common documents associated with estate planning, jailhouse...

Add profile section ▾ **More...** 

Intro ▾

About ▾

Featured 

Add your best posts, documents, media and websites.

Posts  Show content posted to LinkedIn 

Articles  Show articles published on LinkedIn 

Links  Show links to web content 

Media  Upload photos, documents, and presentations 

Background ▾

Skills ▾ 

What Images fit YOU Best?

- Working
- Speaking
- Doing
- Helping
- Mentoring
- Volunteering
- Collaborating



name

experience

headline

education

keywords

connections

Skills &
endorsements

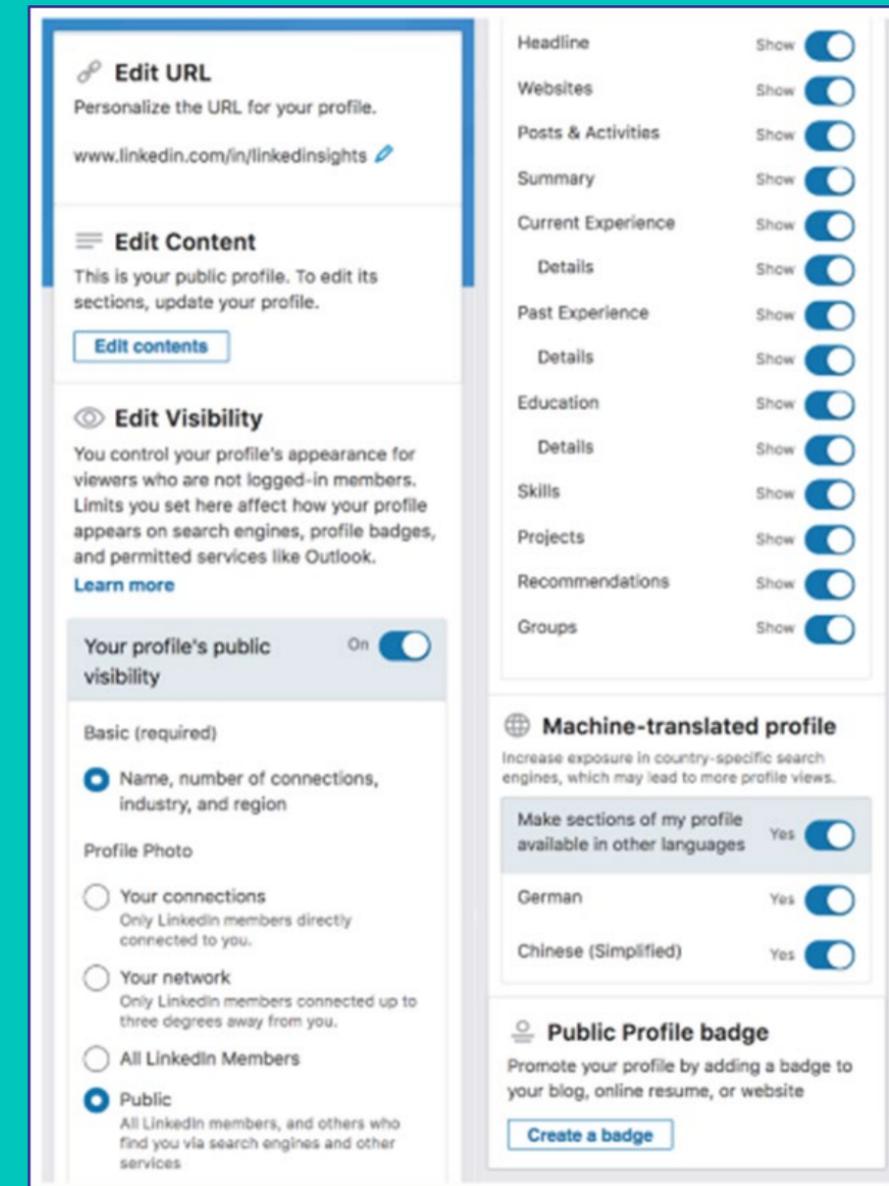
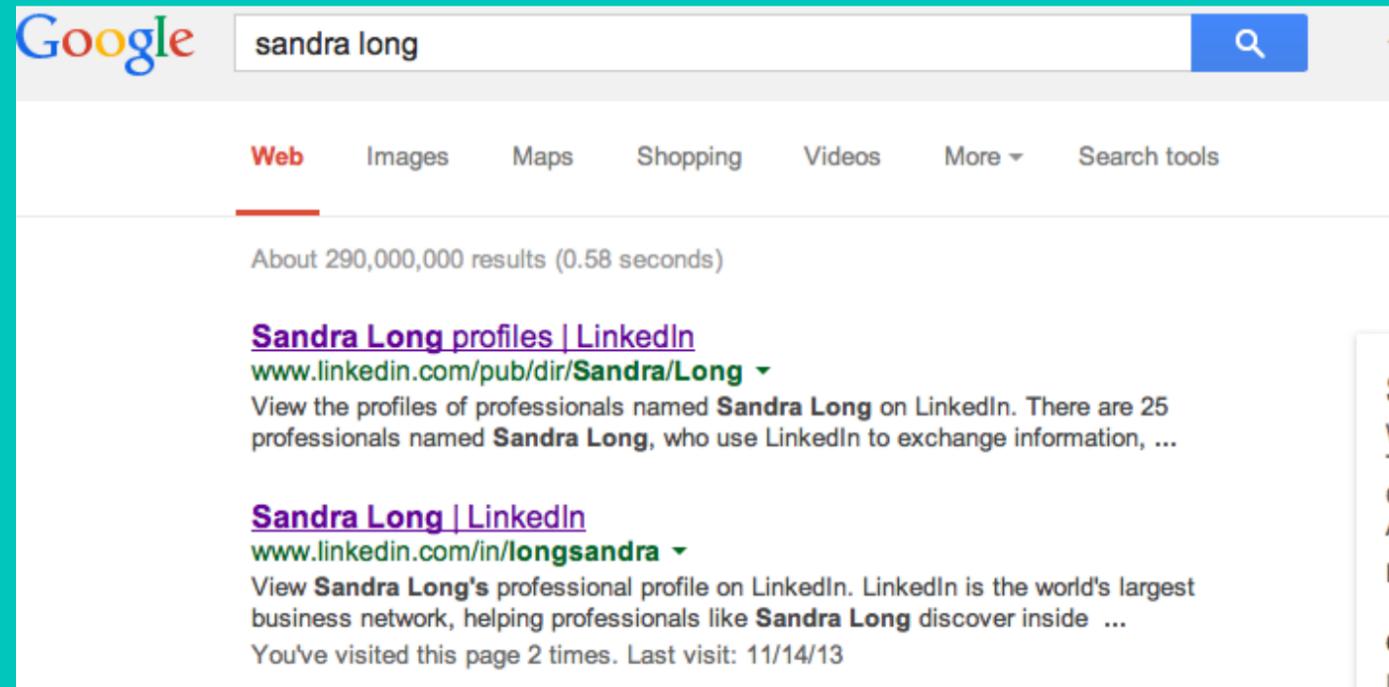
About essay

activity

location
and
industry

6. BE FOUND / VISIBLE

Google Search





WYMAN MOBILE NOTARY SERVICES
(612) 421-2230

**CONVENIENT.
DELIGHTFUL.
TRUSTED.**

TRAVIS WYMAN
MOBILE NOTARY &
LICENSED CLOSING AGENT



Travis Wyman (He/Him) · 1st
Mobile Notary | Loan Signing Agent | Closing Agent
Greater Minneapolis-St. Paul Area · [Contact info](#)

Wyman Mobile Notary Services

Saint Mary's University of Minnesota

500+ connections

 13 mutual connections: Sharon Brake, Laura Biewer, and 11 others

[Message](#) [View in Sales Navigator](#) [More](#)

Providing services
Notary, Real Estate, Title Insurance, Customer Service, Outsourcing, Project Management, Mortgage Lendin...
[See all details](#)





Travis Wyman's Services



Services provided by
Travis Wyman

[Request proposal](#)

[More...](#)



You and Travis both know Ronnie Lee, Rhonda, and 11 others

About

I provide hassle-free notarizations and real estate closings at a time and place of your choosing. Your real estate closing will be enjoyable, convenient, and accurate. You'll have confidence knowing that documents will be delivered promptly, you'll be kept in the loop about any questions or issues that arise, and that there won't be any funding delays due to errors at closing. High performing realtors and loan officers request me for their closings as an added benefit for their clients.



Location
Greater Minneapolis-St. Paul Area

Available
Remote or in person

Services provided

- Notary
- Real Estate
- Title Insurance
- Customer Service
- Outsourcing
- Project Management
- Mortgage Lending
- Public Speaking
- Relocation
- Commercial Real Estate

Be Found

Service providers

Add a service category

- Coaching & Mentoring
- Leadership Development
- Executive Coaching
- Consulting
- Marketing Consulting



H. Scott Shore • 3:04 PM

Hello Sandra,

I found your Service Page and am interested in working together. Please review my project request and submit a proposal if it's a good fit for you. Thank you and looking forward to learning more about your experience.



Social Media Marketing

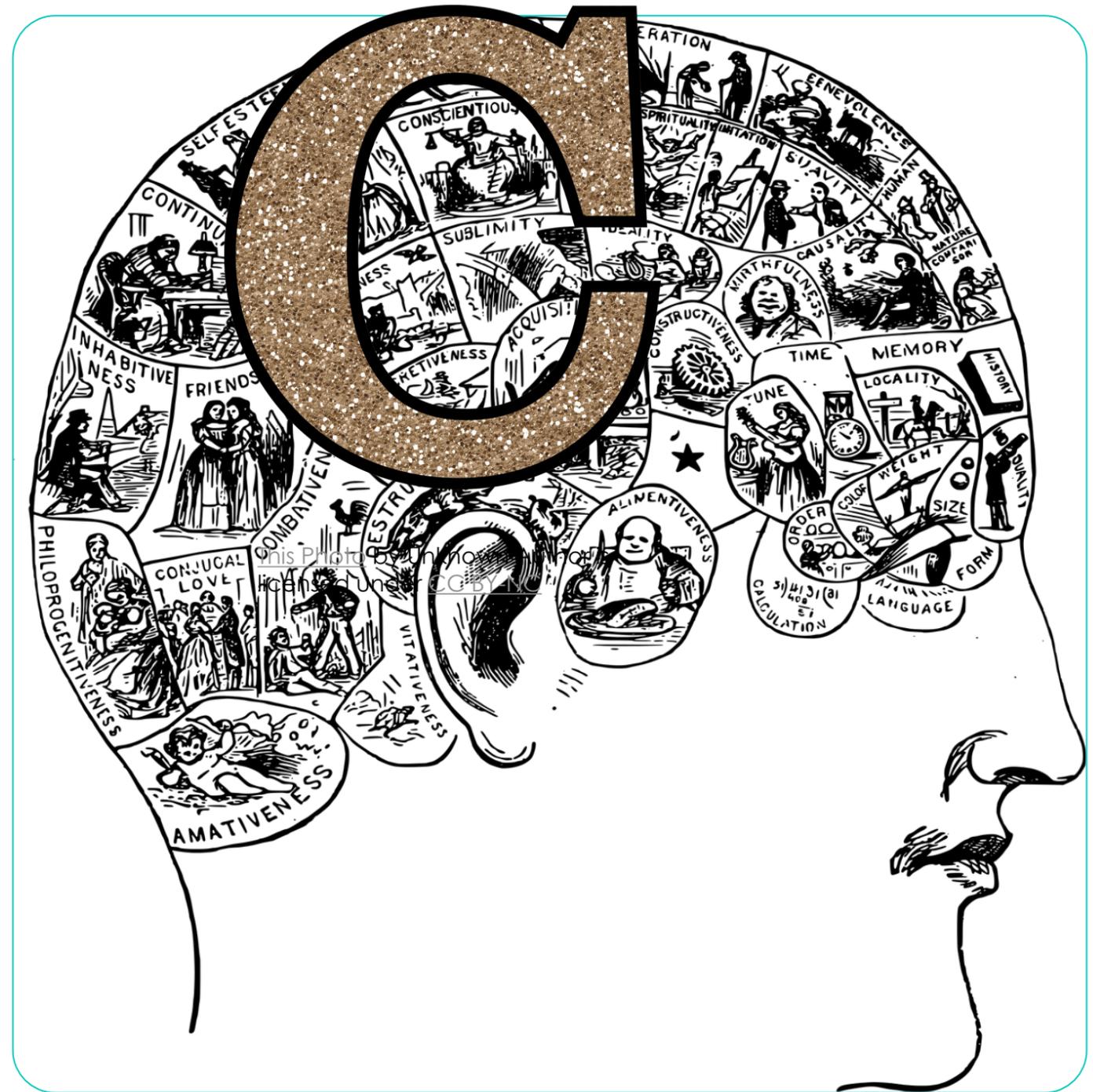
Created 13m ago

7. Visibility With Content



Top of Mind:

Curate
or
Create
or
Comment



Types of Content

Posts with

- Text
- Link
- Image

Articles &
newsletters

Polls

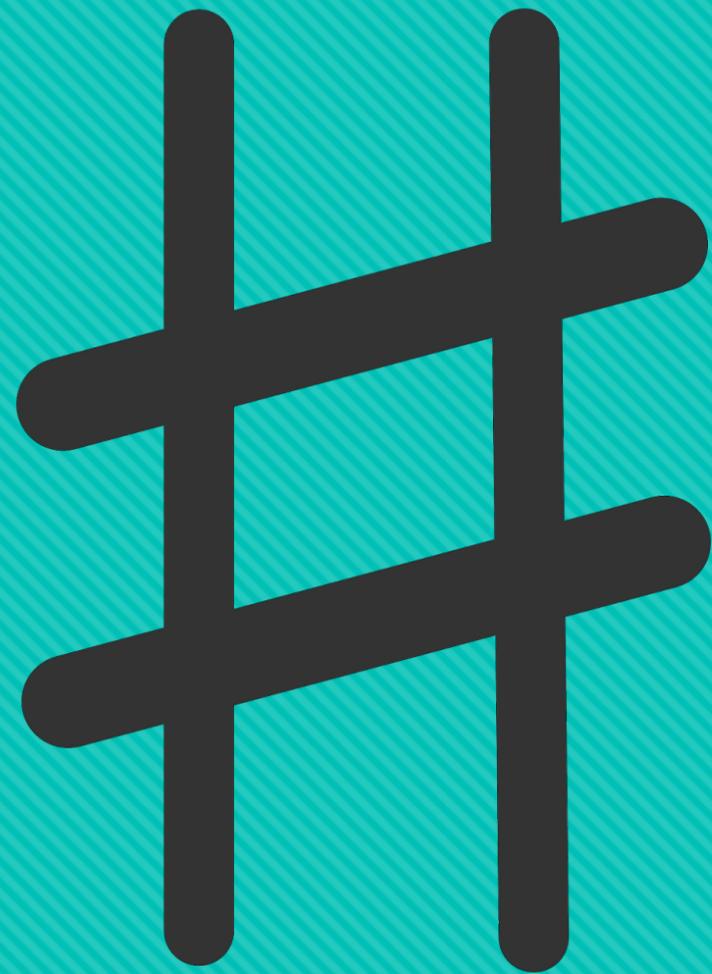
Video

Documents

Live and
Audio
events

OPTION: Connect to Twitter





Hashtags

Find and Be Found

OPTION for CREATORS

Select “Creator Mode” from Your Dashboard

- Repositions profile
- Follow button
- Hashtags



creator

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Emojis





Sandra Long

LinkedIn Webinars | Author of "LinkedIn for Personal Branding" | TEDx Sp...

1w • 🌐



Is your name hard to 🗣️ pronounce? I can relate to this because my original last name (maiden) was Gustafson. I had to spell and pronounce it for people all the time. My name was common in Sweden, but most of my fellow Americans had trouble pronouncing it.

Now LinkedIn is rolling out an audio feature on your profile so that people can hear exactly how you pronounce your name!
If you are interested, check your mobile 📱 app to see if you have the feature yet.

Do you plan to use this feature? Will you use it for yourself or to learn how to pronounce other people's names?

[#pronounce](#) [#LinkedIn](#) [#feature](#)

👍💡 60 · 36 Comments

Reactions



👍 Like

💬 Comment

➦ Share

Most Relevant ▼

📈 4,773 views of your post in the feed

Comments

Gratitude Post



Sandra Long

LinkedIn Webinar Speaker | Author of "LinkedIn for Personal Branding" | T...

1mo • 🌐

I had a fun day today speaking for [Rutgers Business School](#) about "Virtual Networking." I loved the audience - so engaged with great chat and questions. Normally I just speak about [LinkedIn](#) but today we covered the gamut of how to engage effectively across [Zoom Facebook](#) and [LinkedIn](#).

Thank you [Margaret O'Donnell Christina Griffo Murphy](#) of Rutgers - and gratitude to the lovely audience. Best of luck with your virtual networking!
[#Virtual](#) [#networking](#) [#Zoom](#) [#LinkedIn](#)

Thank you
Rutgers!

From Sandra Long

R
BUSINESS
Executive Education

👍 🌱 ❤️ 101 • 33 Comments

Leverage Video

- native
- live
- youtube or vimeo



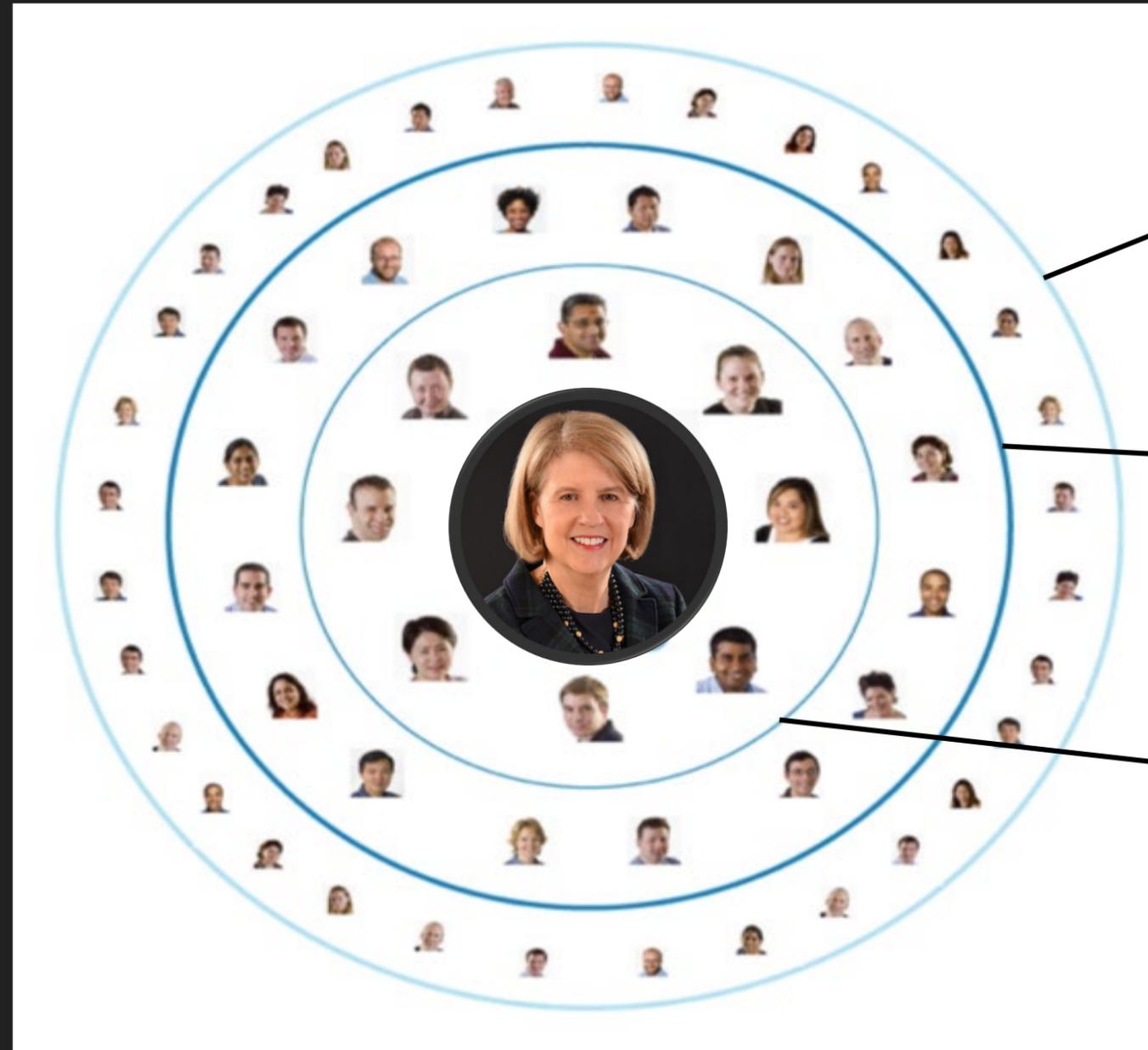
Thank You Bryant University! From Sandra Long, LinkedIn Speaker

61 views

👍 0 💬 0 ➦ SHARE ≡+ SAVE ⋮

Gratitude Video

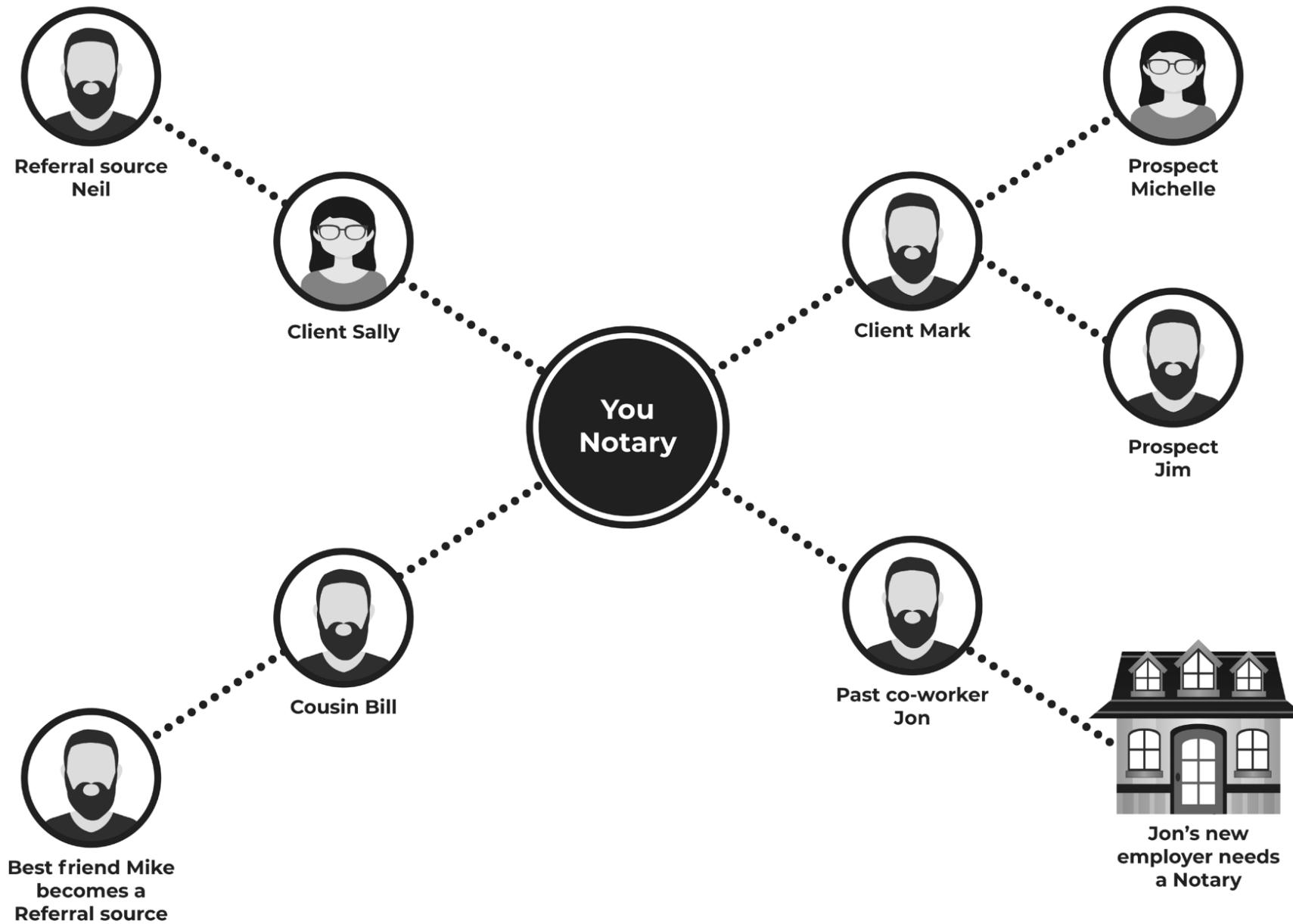
8. STRATEGIC NETWORK



3rd Level
Connections

2nd Level
Connections

1st Level
Connections



Networking



NATIONAL NOTARY ASSOCIATION

National Notary Association

The Nation's Leading Association serving America's 4.4 Million Notaries
Non-profit Organization Management · Chatsworth, CA · 38,457 followers

 Laura & 6 other connections work here · 1,594 employees

[✓ Following](#) [Learn more](#) [More](#)

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NNA 22 – Placeholder for event image

Join

NNA - Notary General Discussion Group

Group • 10,710 members

Notaries of all experience levels are invited to discuss news, issues, resources, Notary best practices and strategies that affect your profession.

NNA - Notary Signing Agents Group

Group • 9,346 members

Notary Signing Agents and mortgage industry professionals are invited to discuss news, issues, resources, Notary best practices and strategies that affect your profession.

NNA - Notary Professionals Group

Group • 4,896 members

Notaries working in specialty fields including Healthcare, Finance, Law, and others are invited discuss news, issues, resources, Notary best practices and strategies that affect your profession.

Personalize

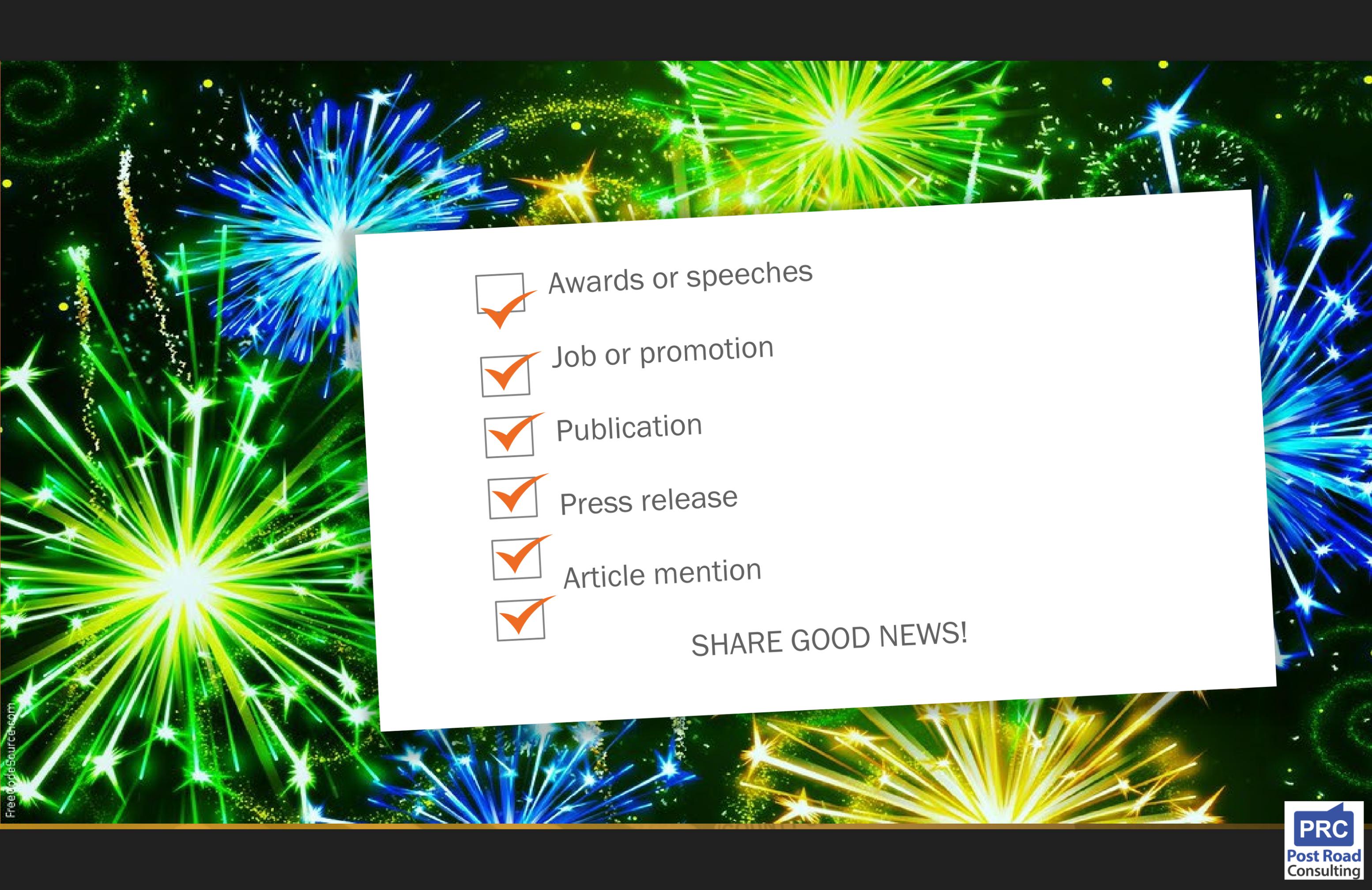
- Invitations - “add a note”
- Messages
- Content
- Engagement



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Bill's Daily Do's



Awards or speeches

Job or promotion

Publication

Press release

Article mention



SHARE GOOD NEWS!

10. Social Proof

- Recommendations
- Endorsements
- Certifications



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Certifications



Certified Notary Loan Signing Agent

National Notary Association

Issued Dec 2019 · Expired Dec 2021

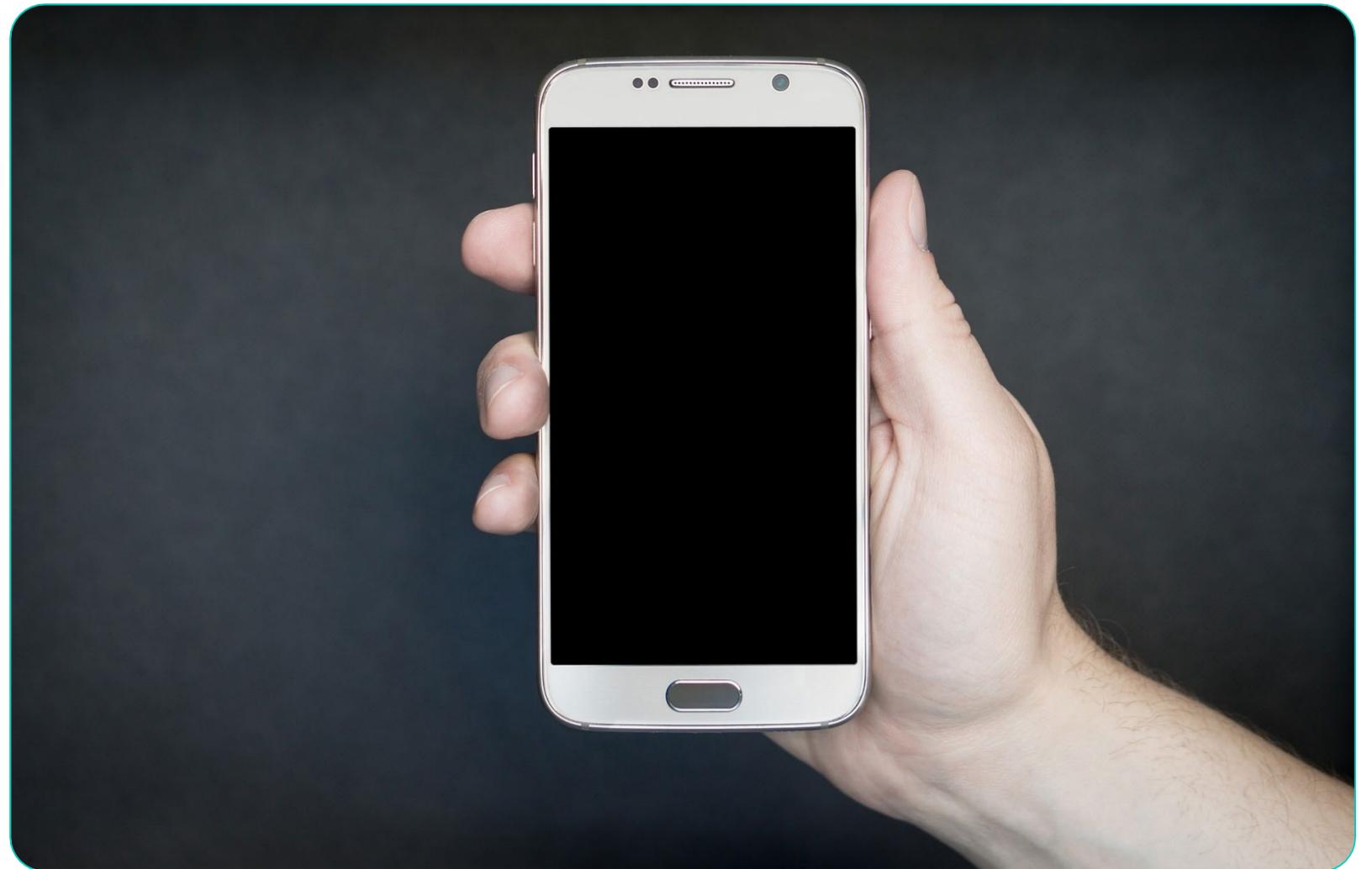
[See credential](#)

11. BONUS

Stay Current

LinkedIn
Changes
Every
Day

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“Cover Story Video” feature



Introduce yourself with a 30-second video
Add cover story

Sandra Long

Author of "LinkedIn for Personal Branding" | Co-Author of "Supercharge" | LinkedIn and TEDx Speaker | B2B Social Selling | LinkedIn Training | Certified Virtual Presenter | "Be a Friend First"

Post Road Consulting LLC - LinkedIn Training, University of Rochester



New Feature: *Subscribe to Posts from a Profile!* Don't miss out on any posts from your favorite creators



Sandra Long  · 1st

LinkedIn and TEDx Speaker | Author of "LinkedIn for Personal Branding" and "Supercharge" | B2B Social Selling | LinkedIn Training | Certified Virtual Presenter | "Be a Friend First"

Talks about #b2b, #sales, #linkedin, #leadership, and #personalbranding
New York City Metropolitan Area · [Contact info](#)

24,892 followers · [500+ connections](#)



105 mutual connections: Harroll V. Chisom, Debbie Hudson, and 103 others



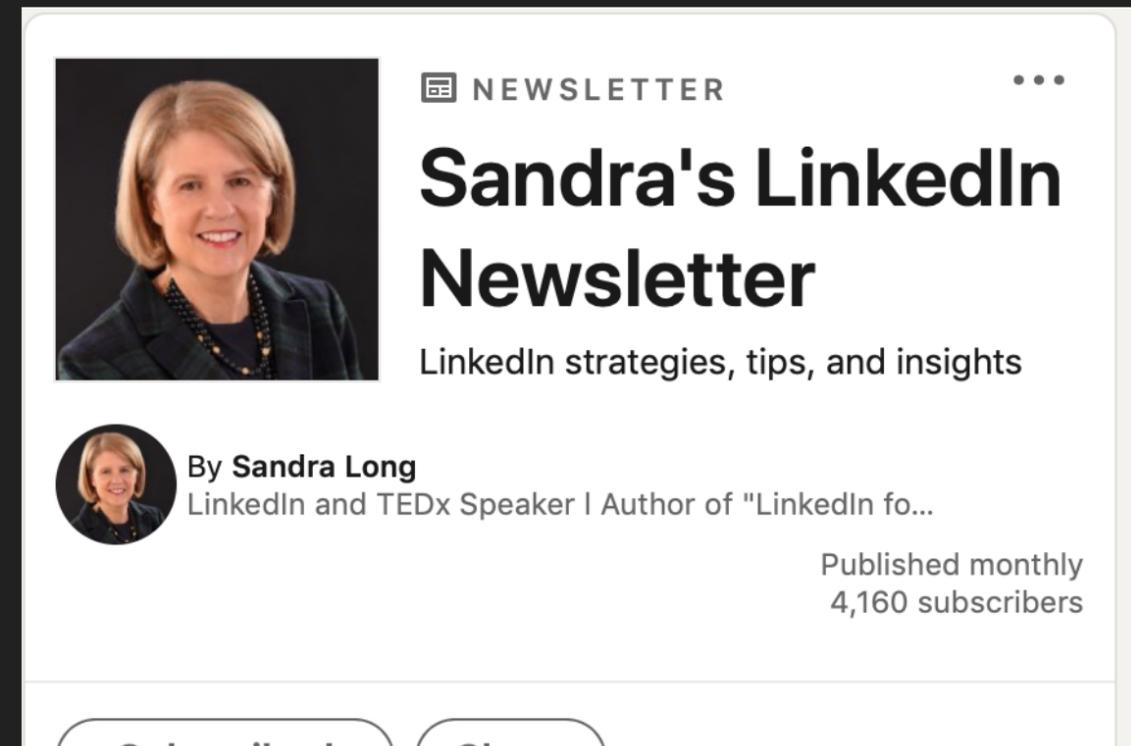
**Post Road Consulting:
LinkedIn and Social Selling
Training**



University of Rochester

Subscribe to Newsletters

○ Invitations in “My Network”



The screenshot shows a LinkedIn newsletter invitation card. At the top left is a profile picture of Sandra Long. To its right, the word "NEWSLETTER" is displayed with a small icon. Further right is a three-dot menu icon. The main title "Sandra's LinkedIn Newsletter" is prominently displayed in a large, bold font. Below the title, the description "LinkedIn strategies, tips, and insights" is shown. Underneath this, there is a smaller circular profile picture of Sandra Long, followed by the text "By Sandra Long" and "LinkedIn and TEDx Speaker | Author of 'LinkedIn fo...". In the bottom right corner of the card, it states "Published monthly" and "4,160 subscribers". At the very bottom of the card, there are two buttons: "Subscribed" and "Share".

New Audio Feature!

The screenshot shows a LinkedIn Live audio event interface. At the top left, there is a red 'LIVE' badge. The event title is 'LinkedIn Audio Event Mini - Test'. Below the title, it indicates '2 speaking' and lists two participants: Sandra Long, the host, and Barbara Hannan. Below this, it shows '39 listening' and a grid of 8 listener avatars, some with heart icons indicating they are active. At the bottom, there is a navigation bar with buttons for 'Leave', 'Invite', 'React', and 'Raise'.

LIVE

LinkedIn Audio Event Mini - Test

2 speaking

Host
Sandra Long
Author of "LinkedIn for Personal Branding" and...

Barbara Hannan
Marketing Communications Consultant | Social Media...

39 listening

Craig Patton, Fazal Mara..., Kimberly K..., GREGORY ...
Beth Grang..., Art Morales, Todd Cherc..., Vic Williams

Leave, Invite, React, Raise



Sandra Long

LinkedIn for Corporate &
University Leaders | Author of...



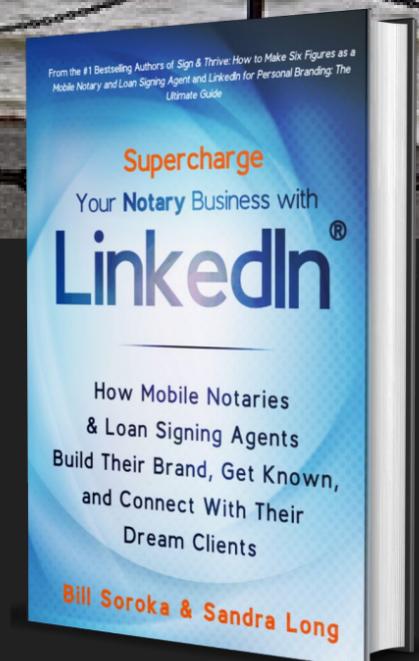
Featured
Polls
Video
Pronunciation
Gender
Pronouns
Services Page
Pages/Groups

Cover Video
Creator Mode
Audio



1. Position Yourself for Success
2. Share Voice – Purpose - Values
3. Optimize Brand Language
4. Tell Your Story
5. Share Visual Brand
6. Be found
7. Visibility with content
8. Build a Strategic Network
9. Be a Friend First
10. Social Proof
11. Stay Current – Stay ahead

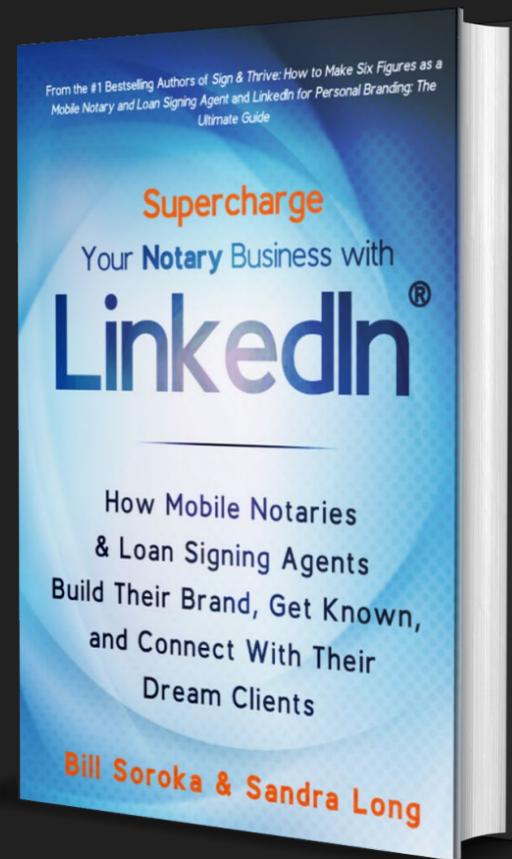
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The image shows a LinkedIn profile for Sandra Long. At the top is a circular profile picture of Sandra Long and a larger banner image of her speaking at a podium. Below the banner are three buttons: 'Follow' (highlighted with a yellow arrow), 'Message', and 'More...'. A yellow arrow points down from the banner image to the 'More...' button. A dropdown menu is open from the 'More...' button, showing options: 'Share Profile via Message', 'Save to PDF', 'Connect' (highlighted with a teal arrow), and 'Report / Block'. Below the profile picture, the name 'Sandra Long · 2nd' is followed by a red star icon. Her bio includes 'Author of "LinkedIn for Personal Branding" | TEDx Speaker | Independent LinkedIn Trainer | Social Selling Trainer' and 'Greater New York City Area · 500+ connections · Contact info'. At the bottom, there are sections for 'Open to job opportunities' and 'Providing services'.

“Follow Me” OR “Connect” with me

Questions!



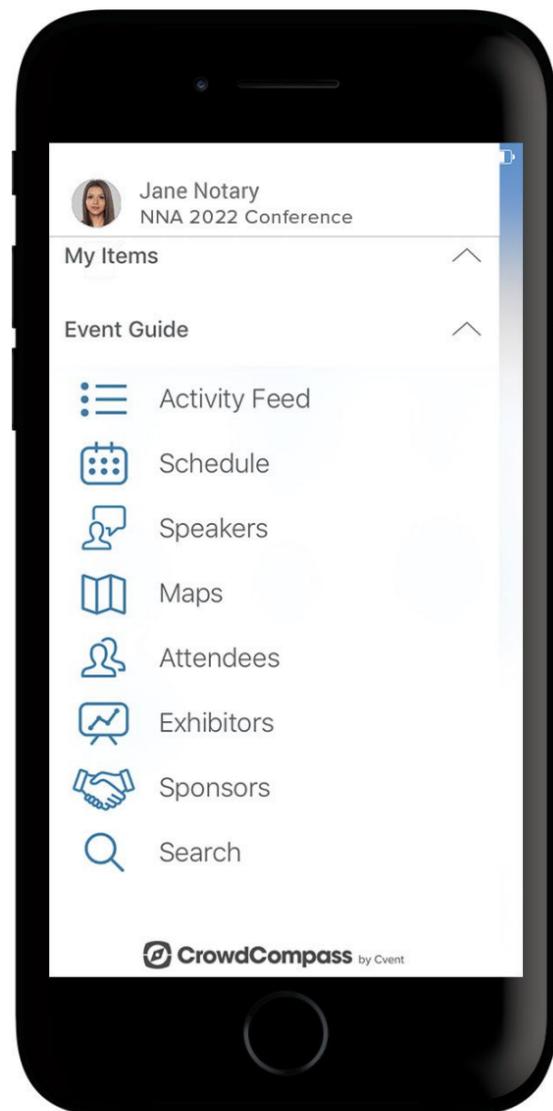
Presenter Contact Information

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