

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



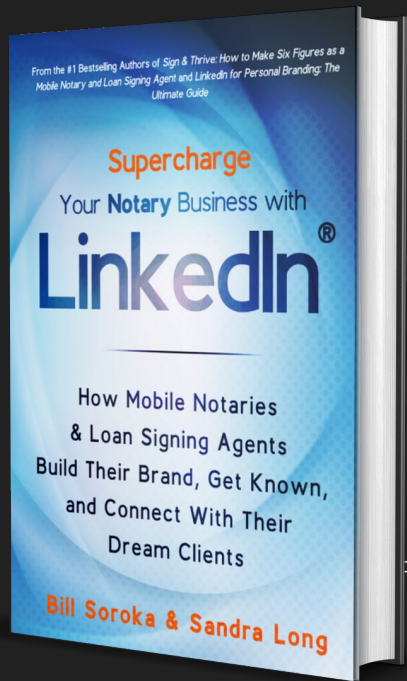
NNA 2022 LAS VEGAS
EVOLVE

© 2022 National Notary Association



NATIONAL NOTARY ASSOCIATION

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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



A photograph of three people (two women and one man) sitting around a wooden table in a modern office or cafe setting. They are all smiling and looking at laptops. The woman on the left is seen from the back, wearing a light-colored sweater. The woman in the middle has long dark hair and is wearing a brown top. The man on the right has dark hair, glasses, and is wearing a denim jacket over a red shirt. There are two laptops on the table, a brown leather folder, and some glasses. The background features a textured grey wall and some tall 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!



Save

Renee Lamb, MBA-PMP (She/Her) · 1st

Mobile Notary Public | Loan Signing Agent | Apostille Agent

Greater Phoenix Area · [Contact info](#)




WYMAN MOBILE NOTARY

Travis Wyman (He/Him) · 1st

Mobile Notary | Loan Signing Agent | Closing Agent

Greater Minneapolis-St. Paul Area · [Contact info](#)



Notary Business

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?



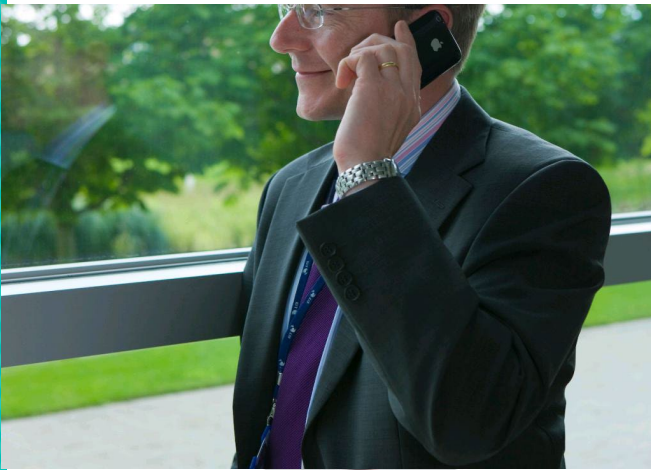
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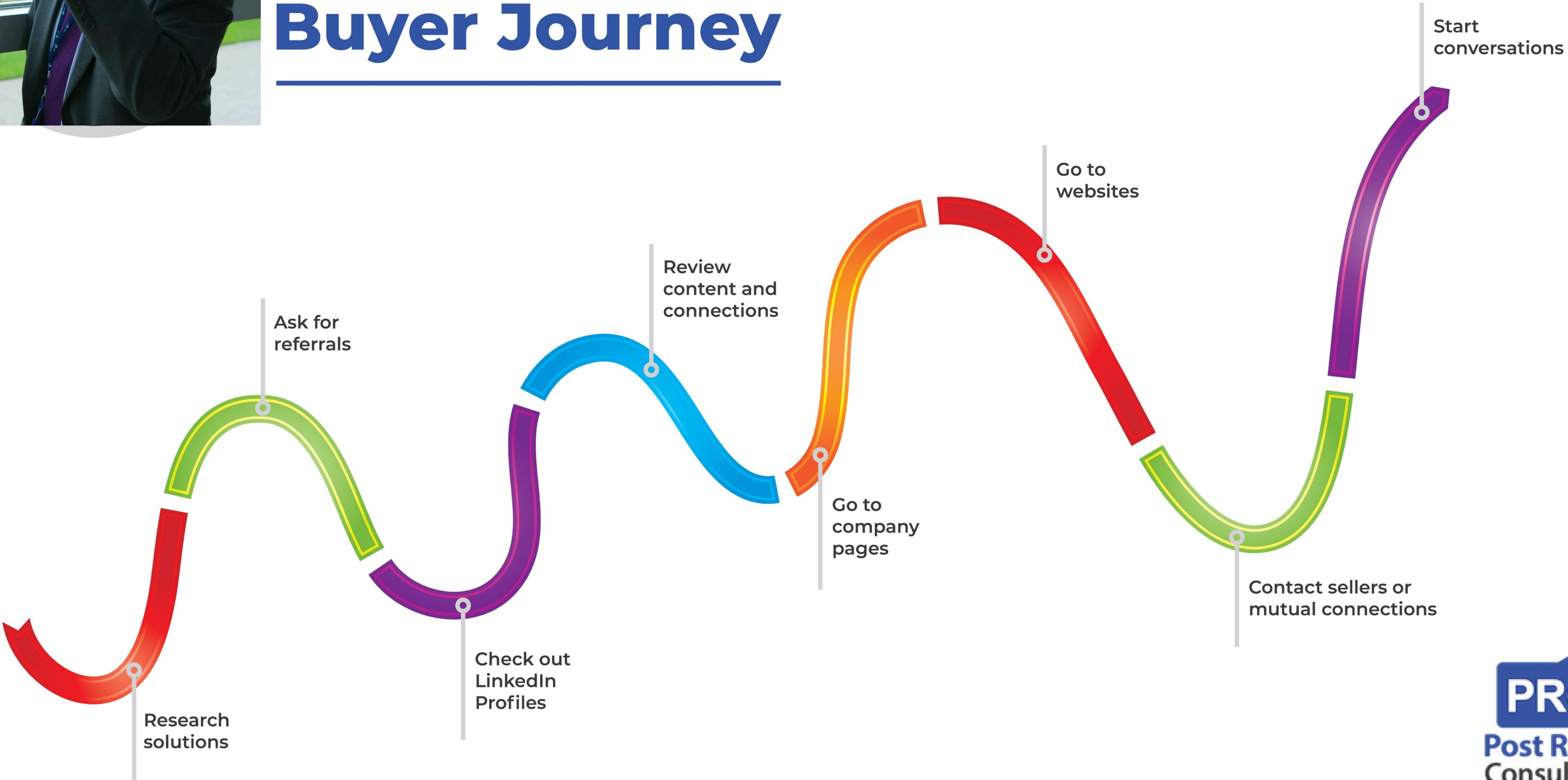
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YOU AS LINKEDIN USER?



Modern Buyer Journey

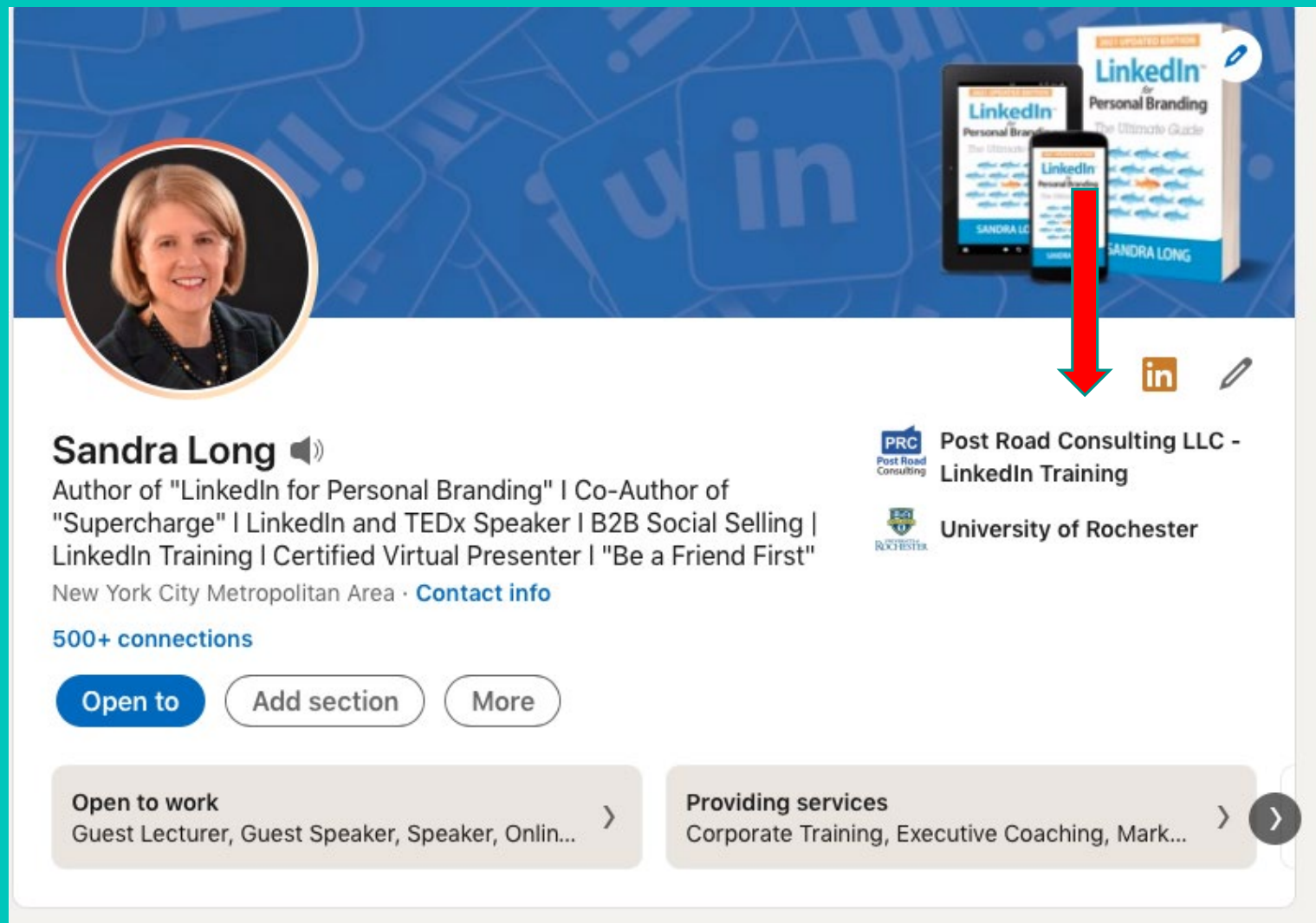



○ Digital – Connected - Mobile



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

A red arrow points from the book cover in the header to the LinkedIn logo in the header.

Consider YOUR Introduction Card

And the Company Factor



Follow us for LinkedIn insights and tips.

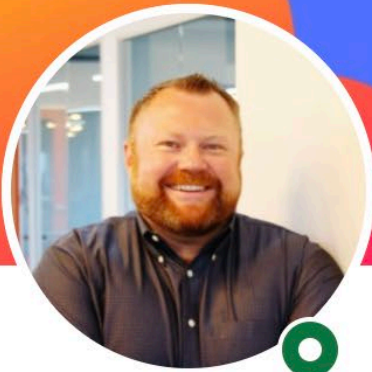
PRC
Post Road Consulting

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](#)

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Notary Coach

Notary Business Builder

ADVANCED-NOTARY MASTERMIND

Elevated Training, Conversations, and Technology for the Modern Notary

www.NotaryCoach.com




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

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

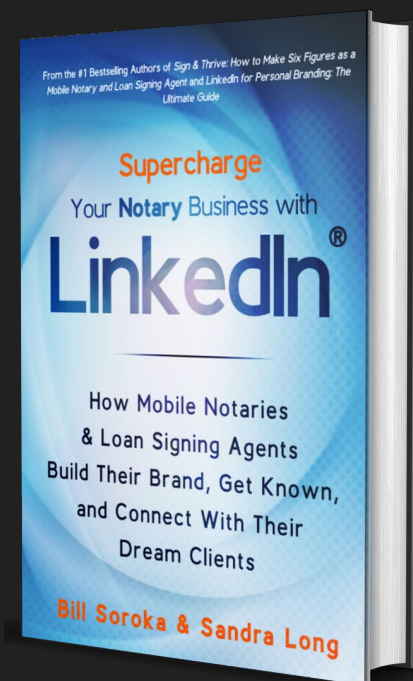
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Notary Coach

Notary Coach



1.

Clarity, Positioning, and Purpose



2. Voice

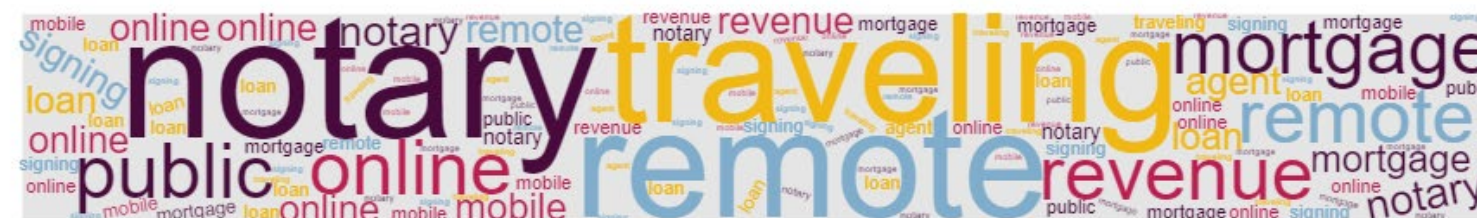
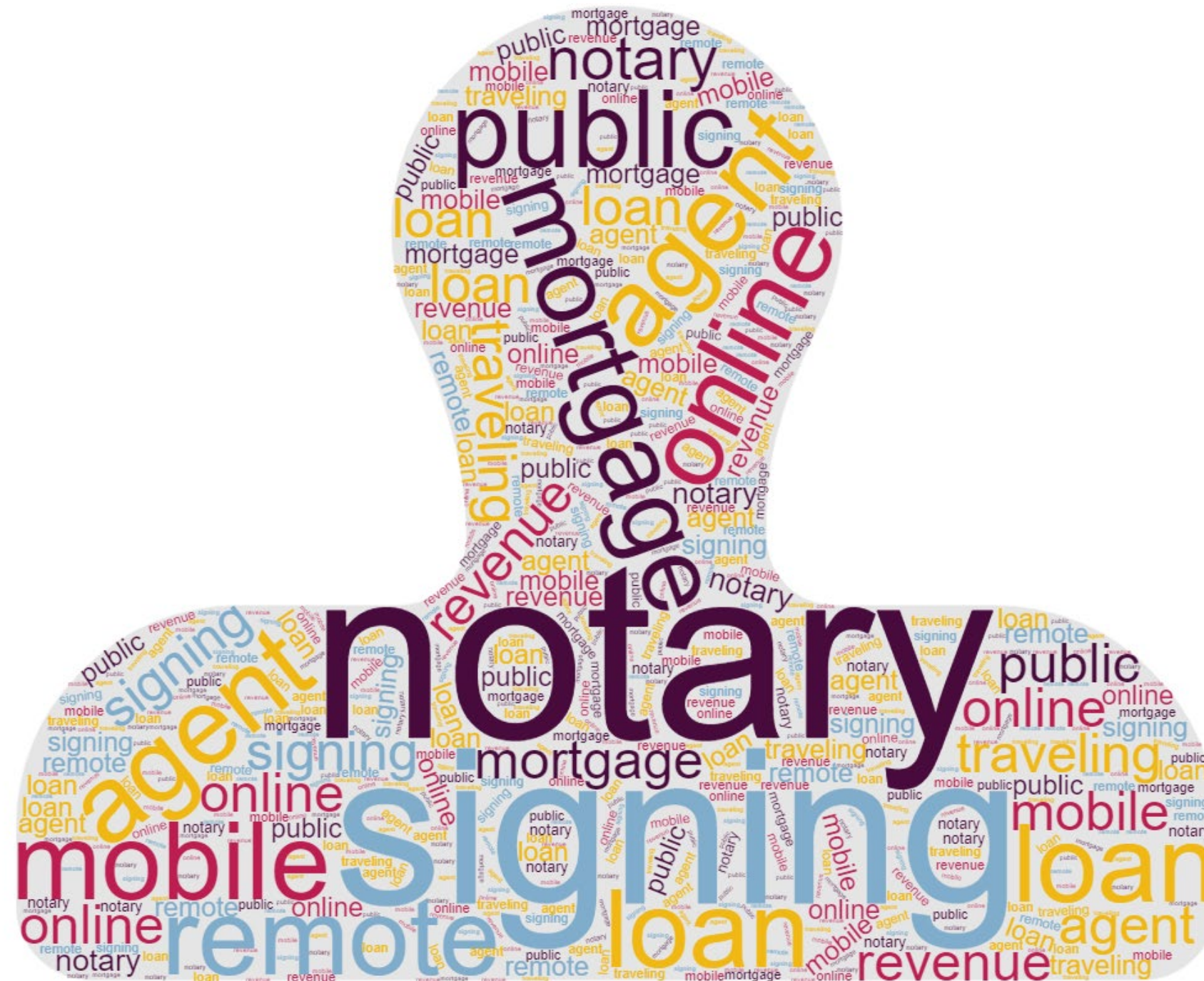
- Authentic
- Personality
- Values
- Philosophy
- Approach

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





What Words Fit YOU Best?

- Fitness
- Honesty
- Bold
- Health
- Wealth
- Balance
- Expertise
- Faith
- Volunteering



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Community Sales
Attitude Positivity
Sandra LinkedIn
Family Reinvention
Friendship
Clients Learning






INBOUND

ER 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

**Post Road Consulting LLC - LinkedIn Training**

**University of Rochester**

Longer Headline Opportunity

PRC
Post Road
Consulting

4. Tell Your Story



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

About Essay

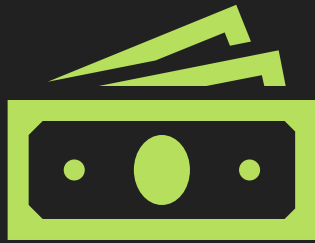
- Introduction
- Professional
- Personal
- Written in 1st person
- Uniquely you



Story



About Examples



Bill – Opportunity vision



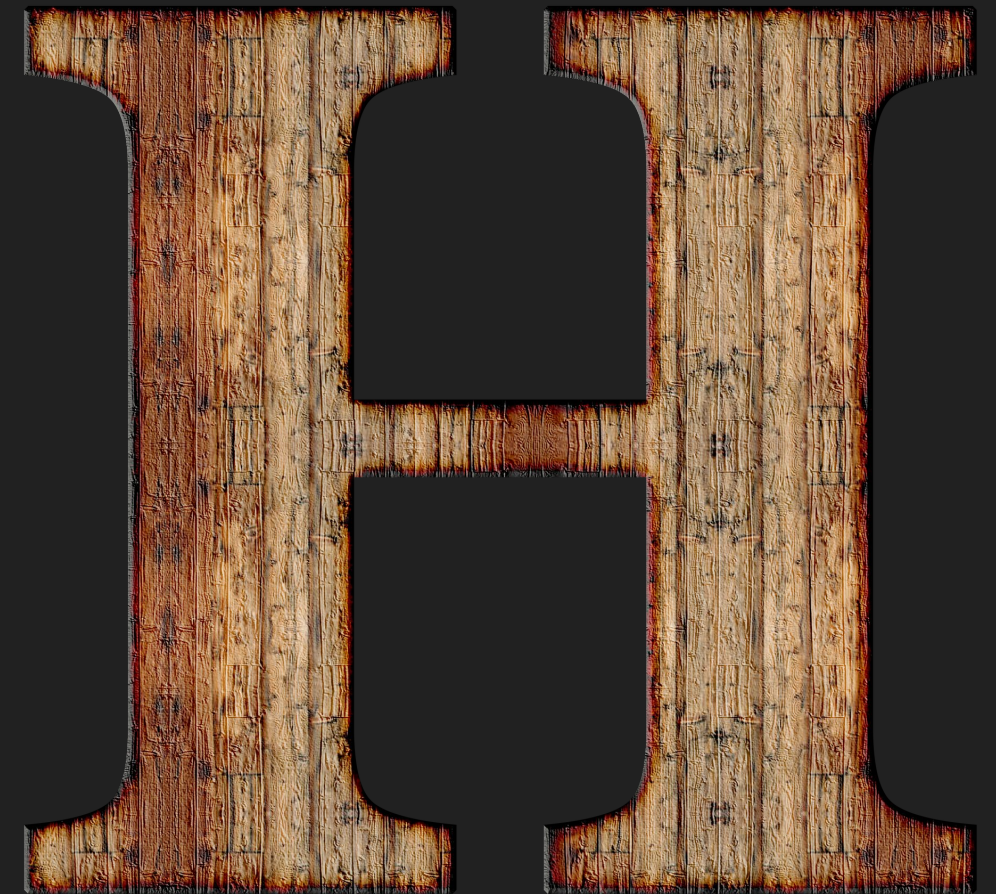
Renee – Loves what
she does



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



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 husband 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](#)

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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 Leebelle



Connect

View in Sales Navigator

More...

Todd [redacted]
SVP Ch [redacted]



[redacted]
Lenigh University

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

Add Frames

Frames



Original



#Hiring



#OpenToWork

New “Featured” Content

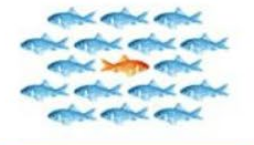
Featured

LinkedIn™

for

Personal Branding

The Ultimate Guide



SANDRA LONG

★★★★★ (69 Reviews)

or Personal Branding: The

uide

presence matters more than

ay's global workplace....

PRC

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Post Road Consulting LLC - LinkedIn

Training | LinkedIn

linkedin.com

Learn about working at Post Road

Consulting LLC - LinkedIn Training. Join...



Speaker Reel (1:53 Mins.)

YouTube

Sandra Long is an independent co


and speaker specializing in Linke

See all

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>

+



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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

▼

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



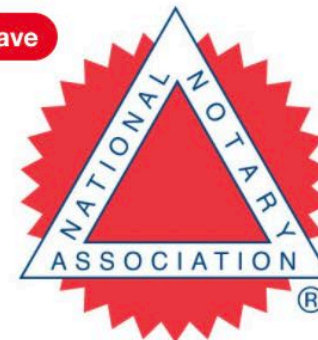
Safety Tips for Mobile Notaries | Workshop

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



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 ▾

PRC

Post Road Consulting

What Images fit YOU Best?

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



name

experience

headline

education

keywords

connections

Skills &
endorsements

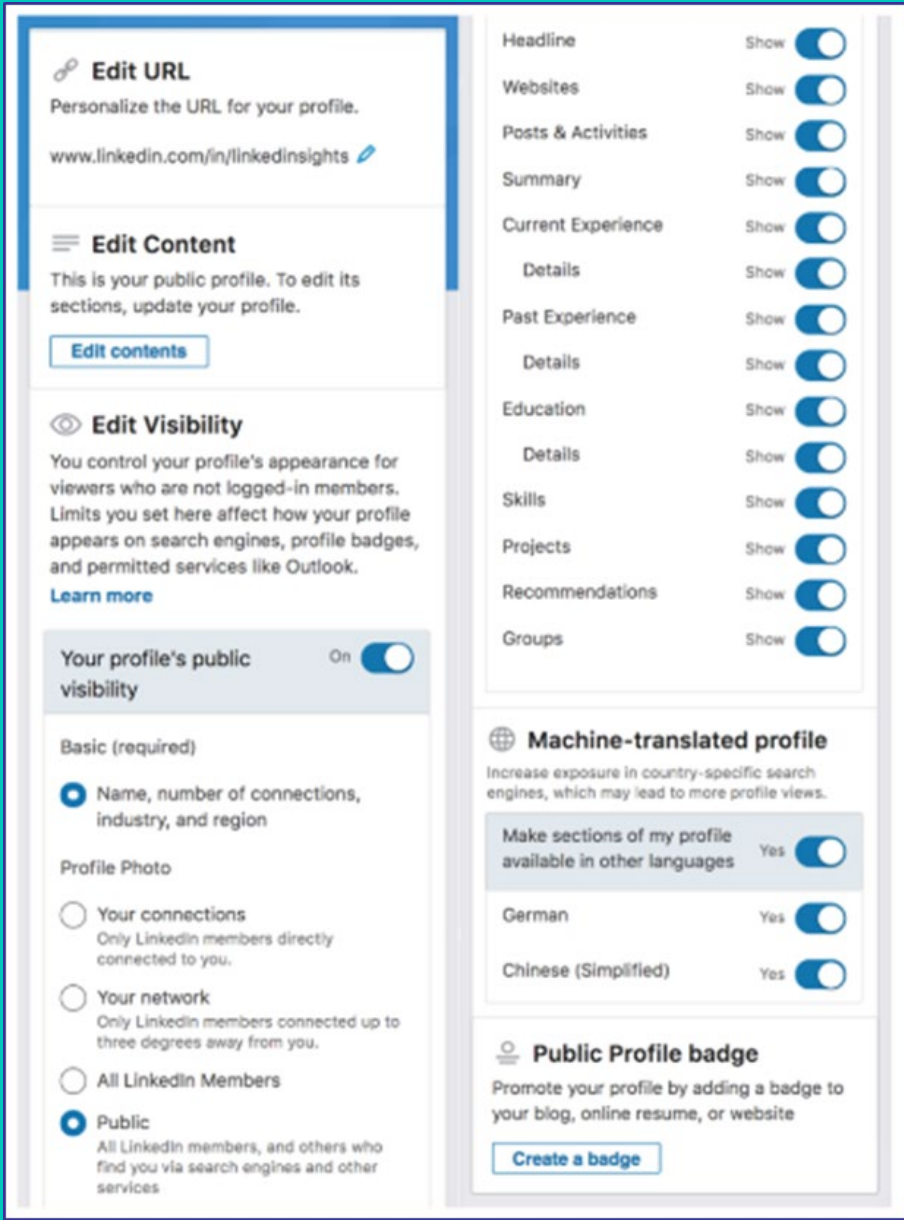
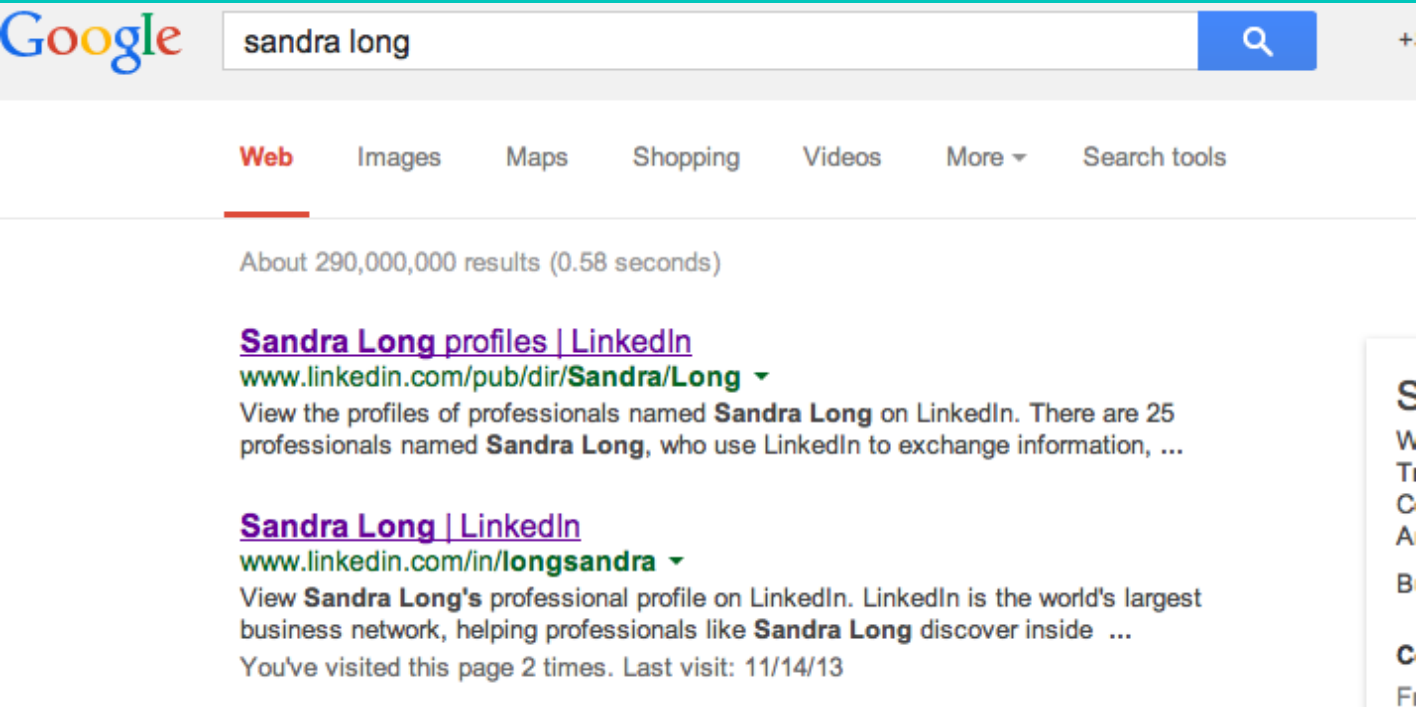
About essay




activity

location
and
industry

6. BE FOUND / VISIBLE

Google Search







WYMAN MOBILE NOTARY SERVICES
(612) 421-2230

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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

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Wyman Mobile Notary Services

 **Saint Mary's University of Minnesota**

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.



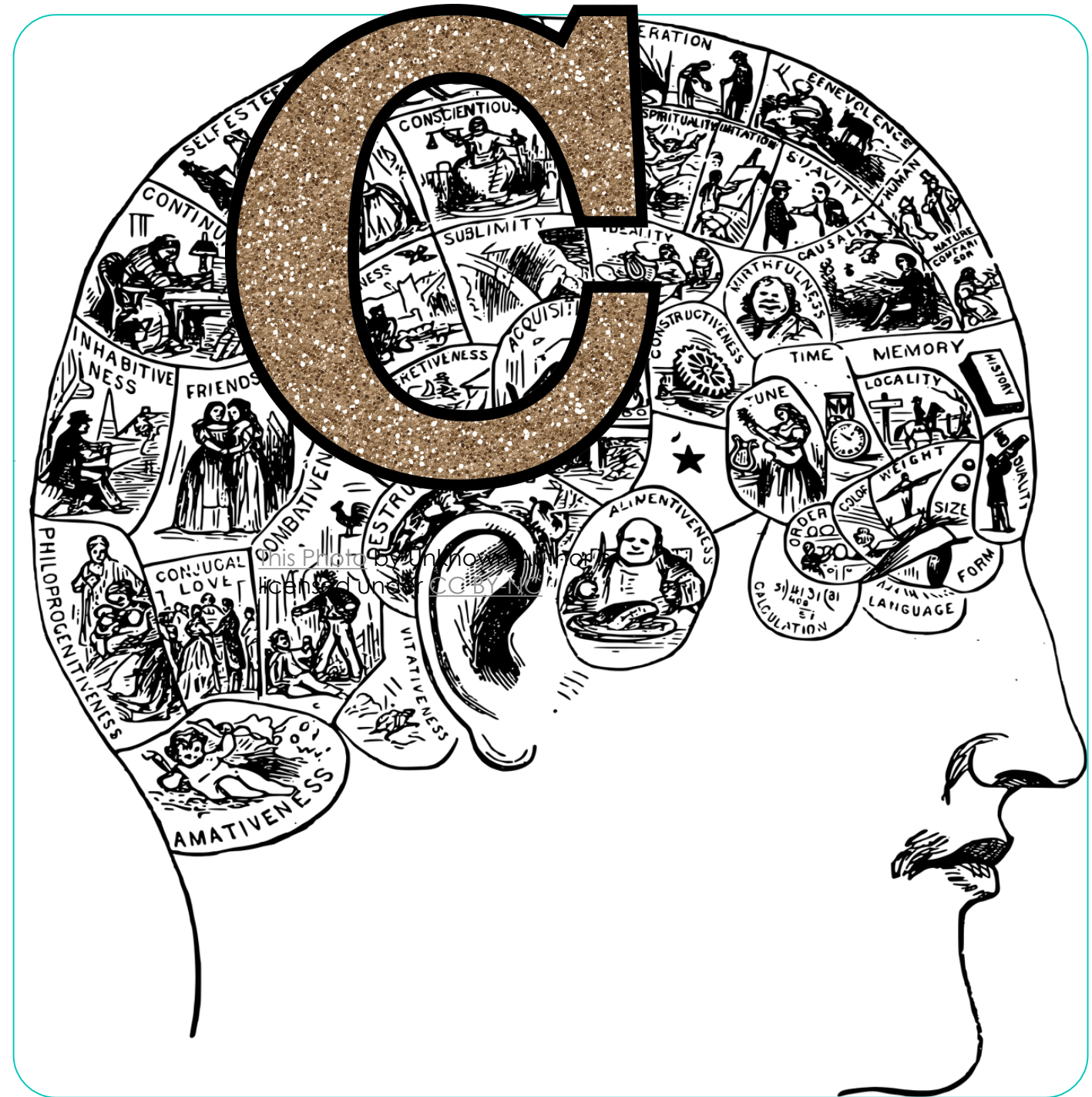
Social Media Marketing

Created 13m ago

7. Visibility With Content



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

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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



👍 🌱 ❤️ 101 • 33 Comments

Leverage Video

- native
- live
- youtube or vimeo



Thank You Bryant University! From Sandra Long, LinkedIn Speaker

61 views



0



0



SHARE

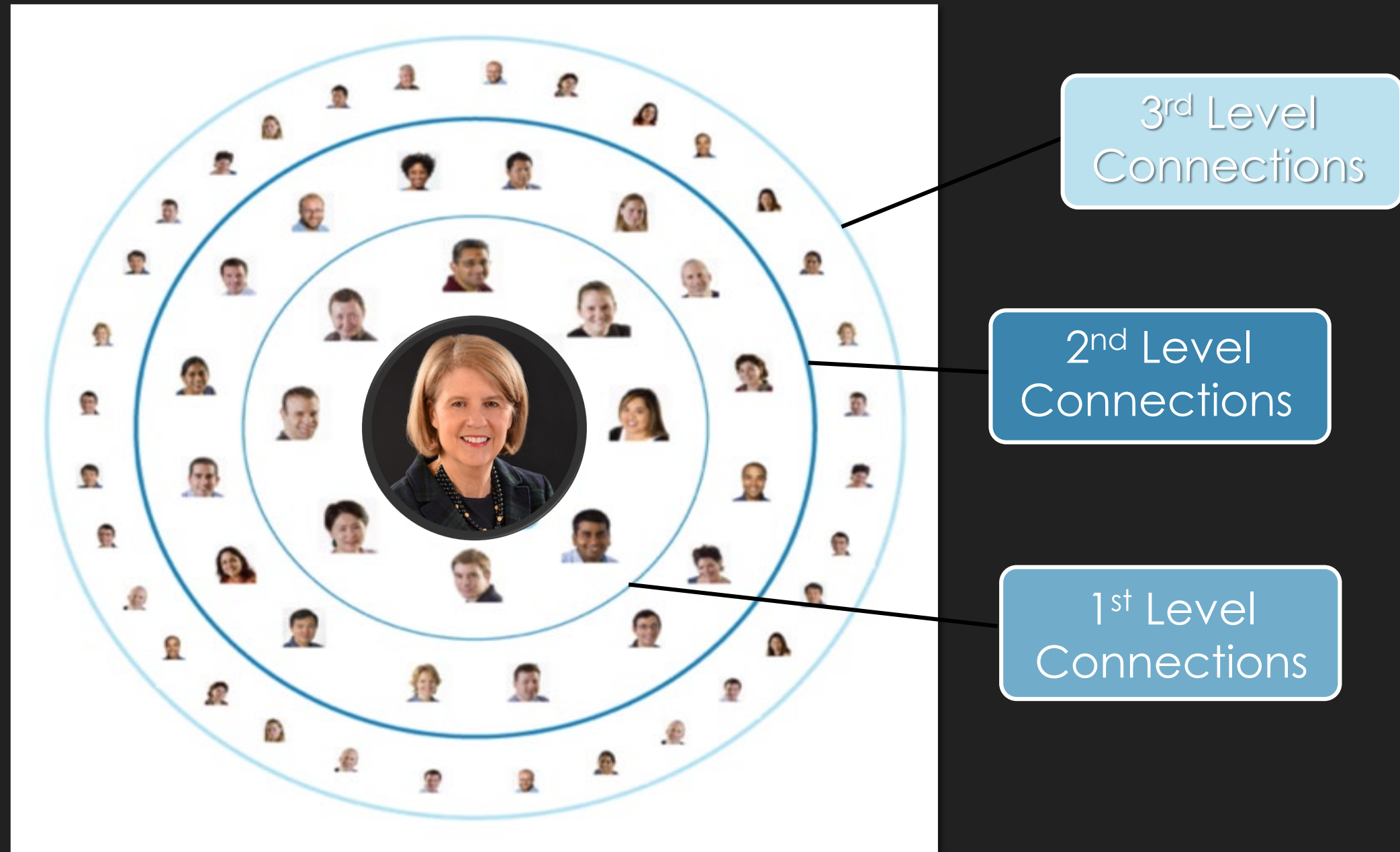


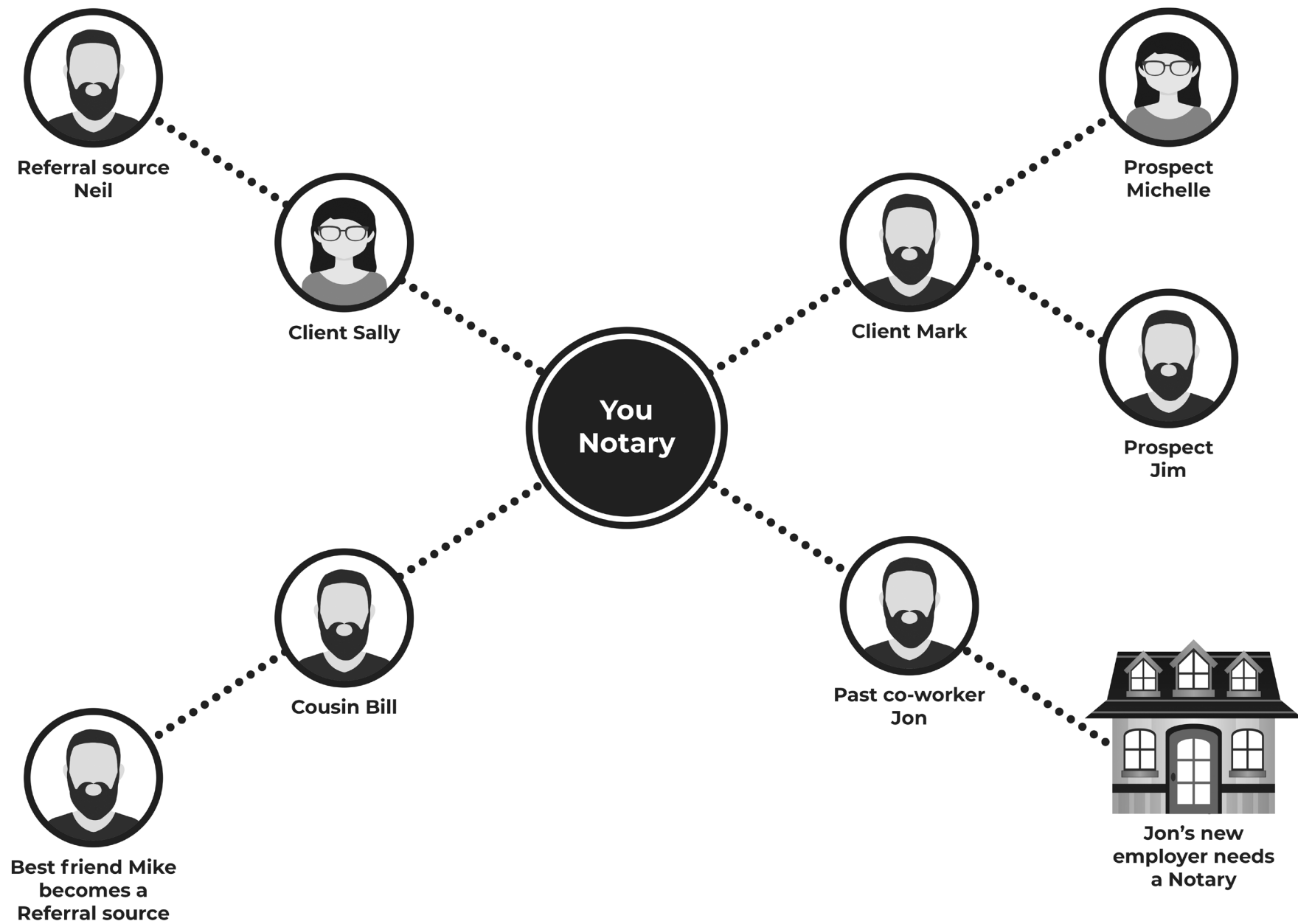
SAVE





Gratitude Video

8. STRATEGIC NETWORK






Networking



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

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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



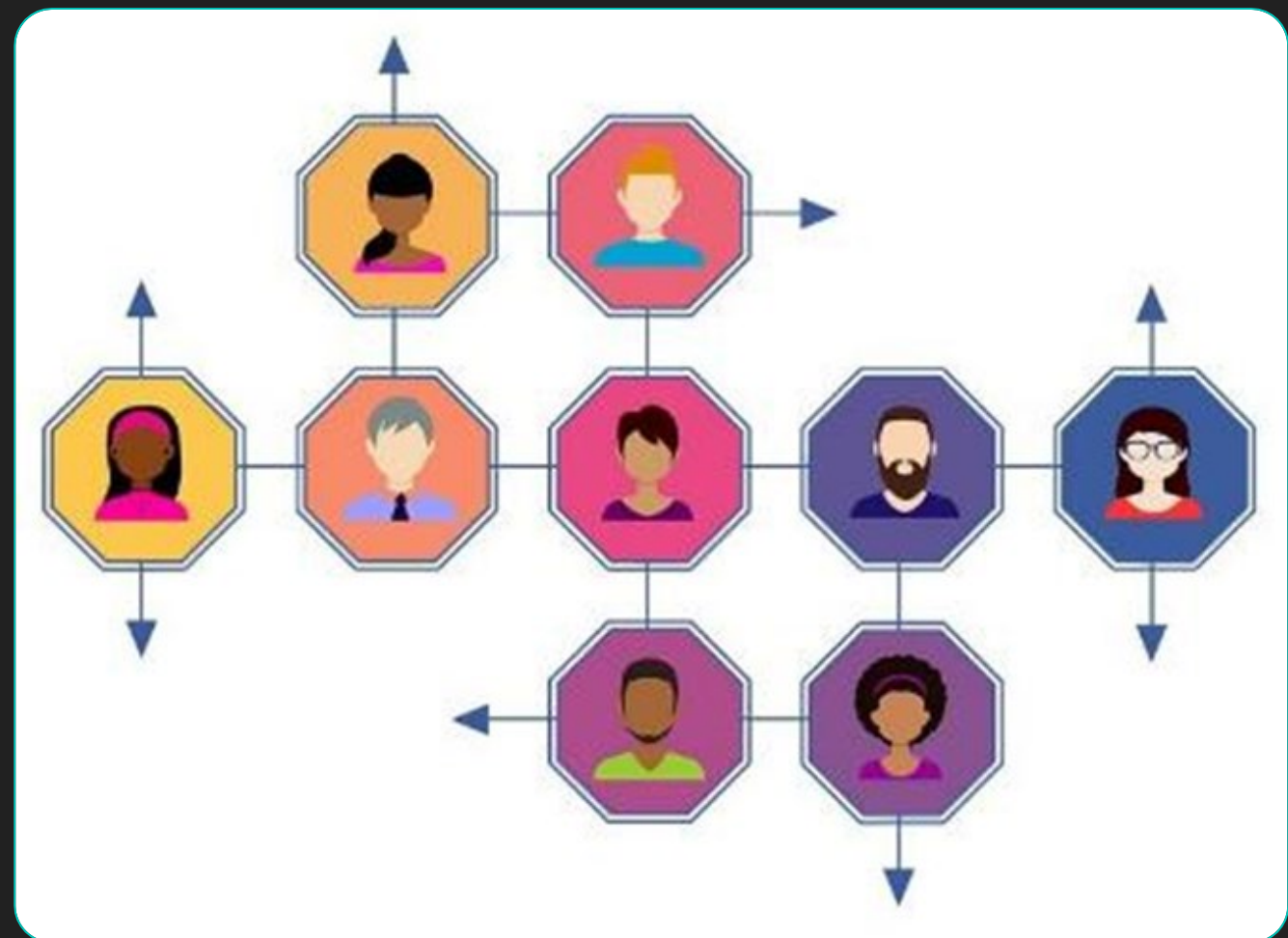
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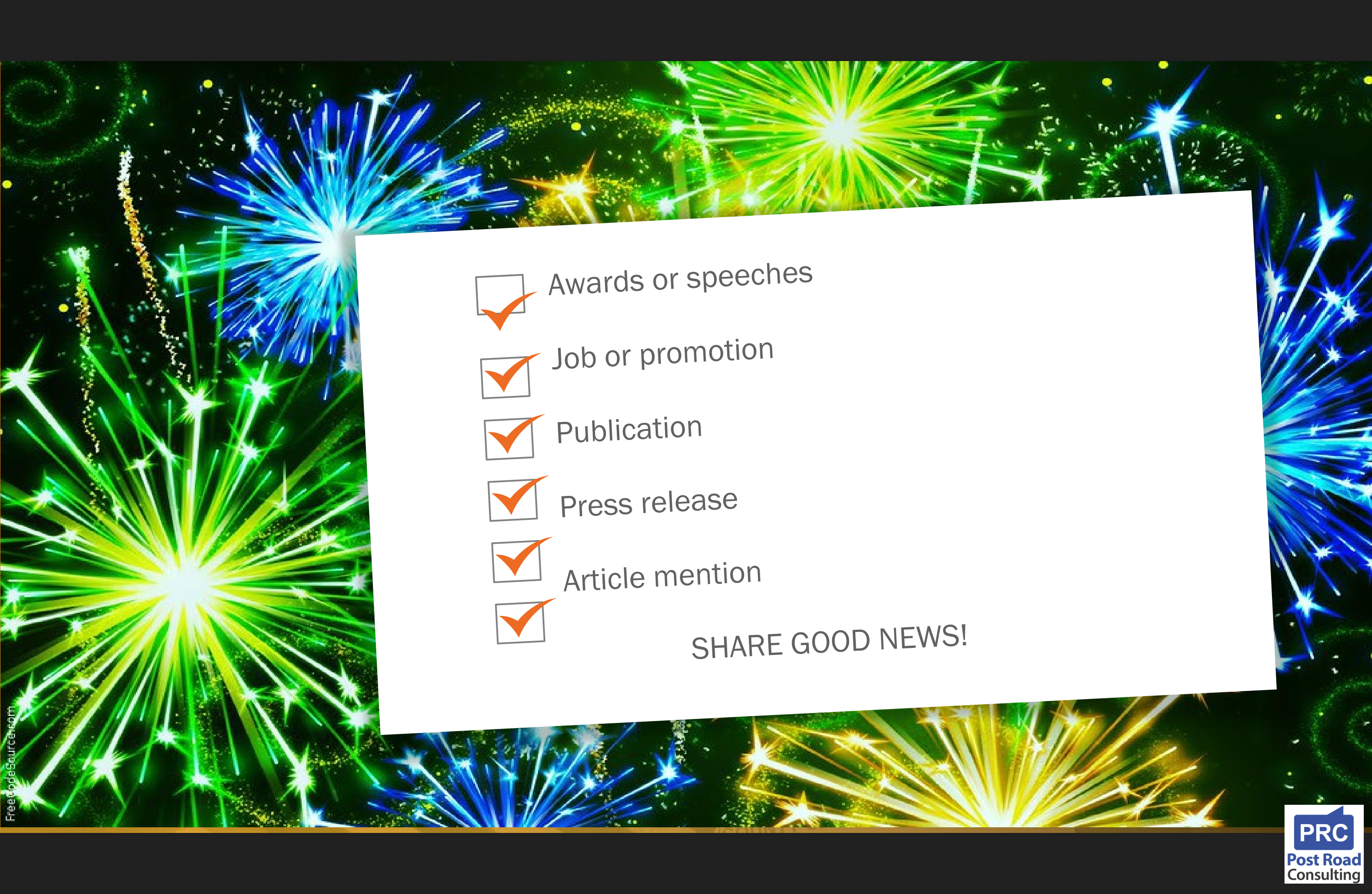


Bill's Daily Do's

9. “Be a Friend First” Lift Others Up

- Strategic Network
- Show interest
- Avoid bragging
- Congratulate others
- Recommendations, endorsements, kudos, posts, mentions





☒ 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

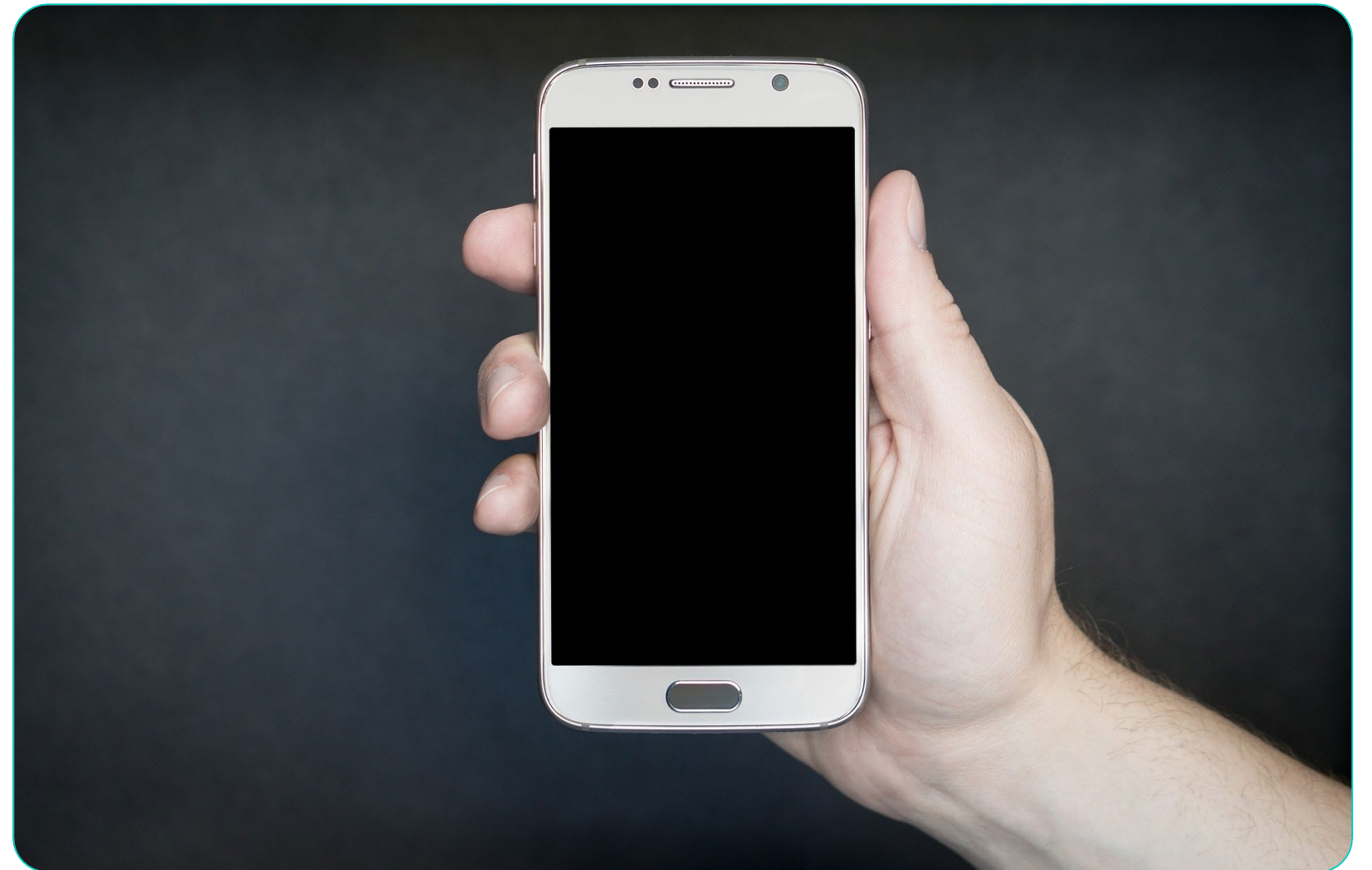
Issued Dec 2019 · Expired Dec 2021

[See credential](#)

11. BONUS

Stay Current

LinkedIn
Changes
Every
Day



“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



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



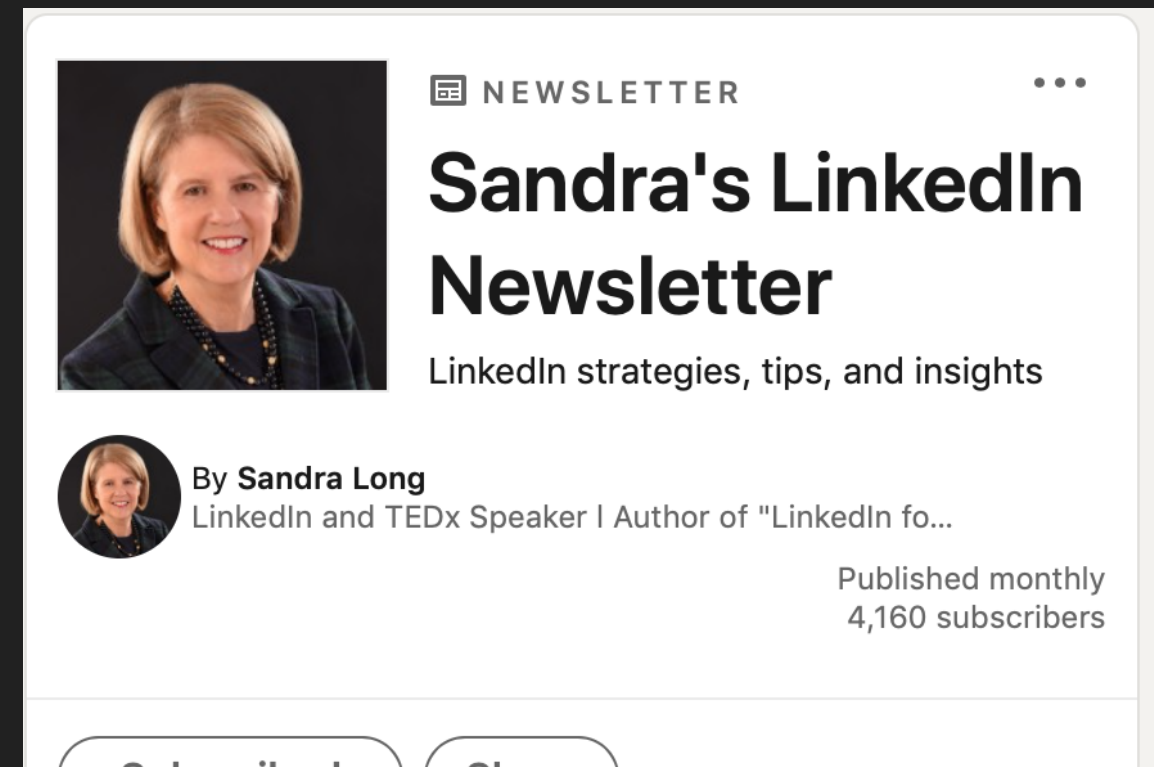
Post Road Consulting:
LinkedIn and Social Selling
Training



University of Rochester

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○ Invitations in “My Network”



New Audio Feature!


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...

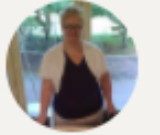
39 listening




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...



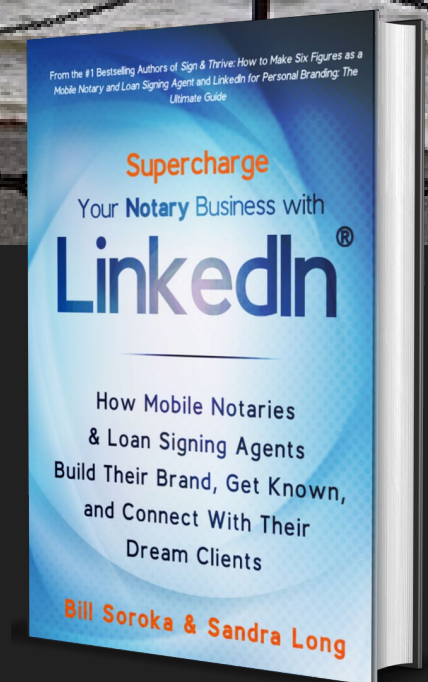
**Featured
Polls
Video
Pronunciation
Gender
Pronouns
Services Page
Pages/Groups**

**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 is a screenshot of a LinkedIn profile for Sandra Long. The profile header shows a circular profile picture of Sandra Long and a larger banner image of her speaking at a conference. Below the banner, the name 'Sandra Long' is followed by '2nd' and the LinkedIn logo. Her bio reads: 'Author of "LinkedIn for Personal Branding" | TEDx Speaker | Independent LinkedIn Trainer | Social Selling Trainer'. It also mentions 'Greater New York City Area · 500+ connections · [Contact info](#)'. To the right of the bio are three buttons: 'Follow', 'Message', and 'More...'. A yellow arrow points to the 'Follow' button, and a yellow arrow points to the 'More...' button. A dropdown menu is open from the 'More...' button, showing options: 'Share Profile via Message', 'Save to PDF', 'Connect', and 'Report / Block'. A teal arrow points to the 'Connect' option. Below the bio, there are two sections: 'Open to job opportunities' and 'Providing services'. The background of the slide is a teal gradient with a white grid pattern.

Brand and Attract Client
LinkedIn

Sandra Long · 2nd

Author of "LinkedIn for Personal Branding" | TEDx Speaker | Independent LinkedIn Trainer | Social Selling Trainer

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

[Follow](#) [Message](#) [More...](#)

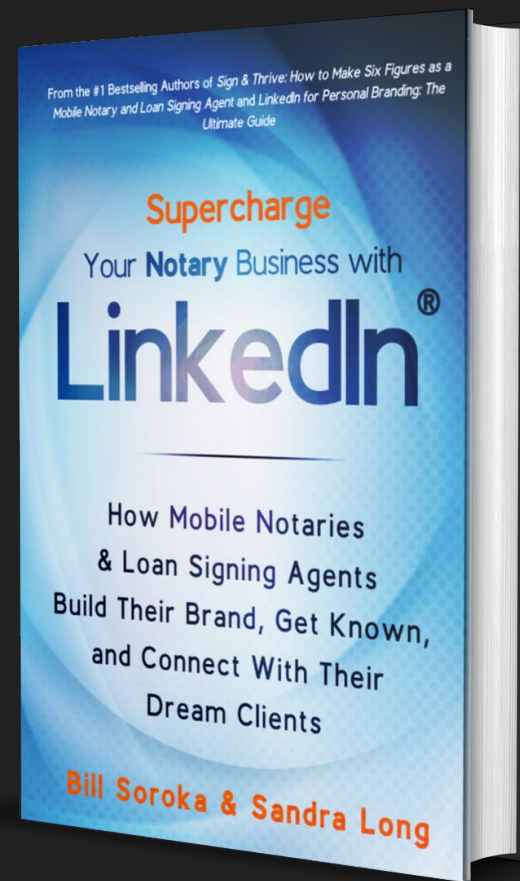
- Share Profile via Message
- Save to PDF
- [Connect](#)
- Report / Block

Open to job opportunities
Guest Lecturer, Guest Speaker, Speaker, Online

Providing services
Marketing Consulting, Digital Marketing, Social Media

“Follow Me” OR “Connect” with me

Questions!



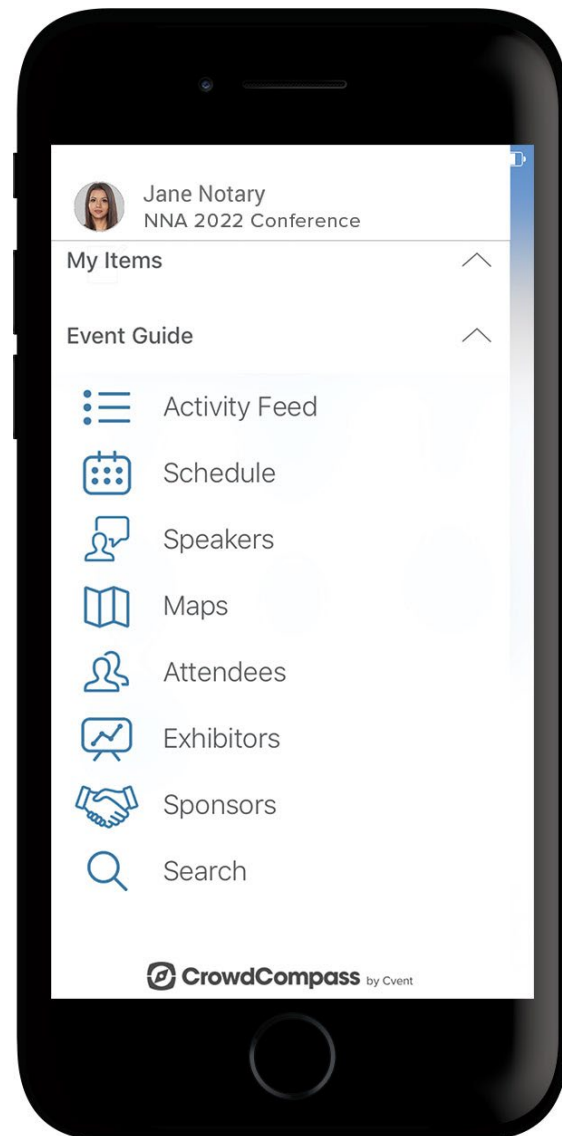
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