

# Marketing On a Shoestring:

## Branding Your Notary Business

*\*We will be recording this webinar so if you miss any portions of the presentation, you can watch it at a later date. We will also have a PDF of the presentation available for download following the webinar. Thank you.*

Laura J. Biewer



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# Marketing On a Shoestring:

## Branding Your Notary Business



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# Take-aways



Recognize what branding is and why it is important



Define what you want your brand to say about you



Create visibility for your business

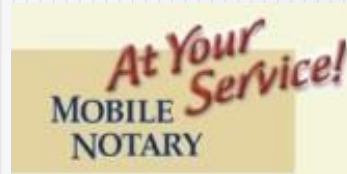


Describe signing companies and leverage NSA directories



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# Introduction



## Why me?

- Successful NSA since 2004
- Extensive use of my commission beyond loan signings
- Instructor for California State-required Notary Training since 2006



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# What Is Branding?

*It is the reputation you build.*

- *Differentiates* your service
- *Reflects* what clients say about you

*“Know what you want to be known for.”* William Adurra



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# Five Outcomes to a Good Brand



**Delivers the message clearly**



**Confirms your credibility**



**Connects your targeted prospects emotionally**



**Motivates the buyer**



**Strengthens user loyalty**

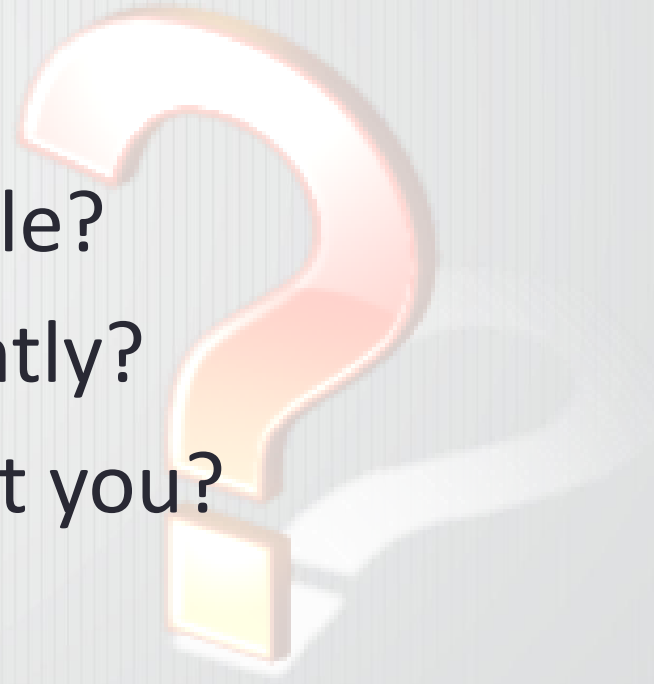


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# How Do You Build It?

Ask yourself three questions:

- What do you do for people?
- How do you do it differently?
- How do people feel about you?



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# Determine Your Message

## What can your clients expect?

- Personalized service
- Competency
- Consistency
- Confidentiality



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# Determine Your Message

## What can your clients expect?

- Industry expertise
- Affinity to specific population
- Reliability
- Multilingual



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# Building Your Image

Everything matters:

Company name

Client's needs

Social media

Advertising

Collateral



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# Behavior Is Louder than Words



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# Branding Strategies for Visibility

Build relationships

Grow your circle of influence

- Teach/speak
- Write blogs/opinion pieces
- Volunteer Notary services
- Network/community events
- Mentor other Notaries



Advertising is not branding



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# NSA Directories

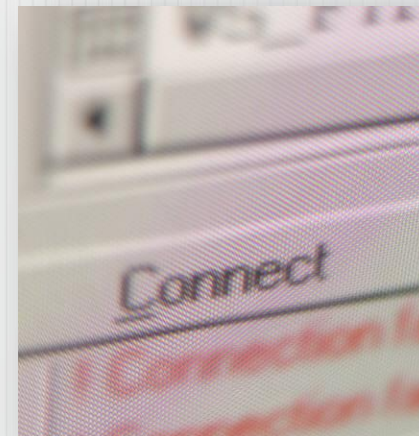
## 1. Sign up

NotaryCafe.com

123Notary.com

Notaryrotary.com

SigningAgent.com



## 2. Create a thorough profile that replicates your brand

## 3. Provide all required support



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# Signing Companies

Expedite the  
process



Sign up directly

Use caution



Research before  
accepting



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# Is It Working?

Ask the client:

- How did you find me?
  - Track it
- How was your experience?
  - Ask for reviews, recommendations



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# How Long Does It Take?

It depends!

How you prioritize

How much time you invest

How well you support the brand

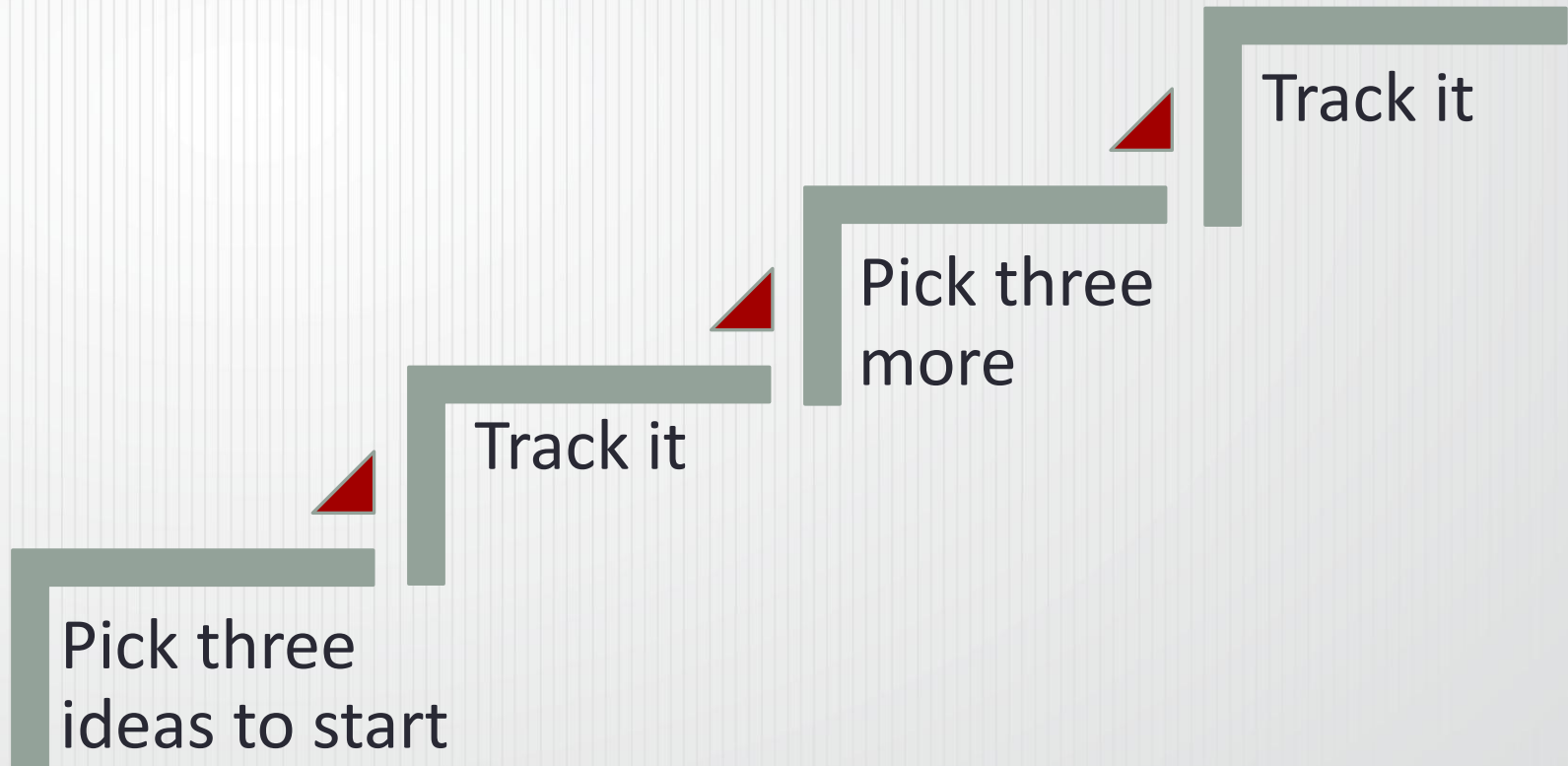
How willing you are to do more

How much you invest financially



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# Next Steps



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# Next Webinar Topic

- What topic would you like to see covered at our next NSA webinar?

❖ *Please type your answers below in the chat box and we will record and review your responses.*



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# Q & A

For further information, contact:

[hotline@nationalnotary.org](mailto:hotline@nationalnotary.org)

1-888-876-0827

Hotline Counselors are available to assist you

Monday-Friday 5:00 a.m.–7:00 p.m. PT

Saturday 5:00 a.m.–5:00 p.m. PT

Webinar Archives at:

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# Follow Up Questions

- Review recording of webinar
- [LBiewer@nationalnotary.org](mailto:LBiewer@nationalnotary.org)  
209-606-4938



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