



Start Up & Run a Successful Notary Business

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2014 NNA Notary Honoree

Welcome to the NNA 2015 Notary Event of the Year!



Workshop Format





Introduction

- Building & Growing Your Notary Business
 - The general public
 - Establishing clients
 - Your surrounding area
- State Requirements
- Education and Community Involvement
 - Equals earning more

Are You Ready To Start Your Own Business?



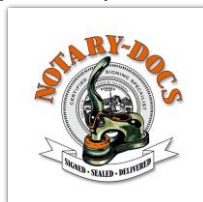
- Start up companies are distinguished by the people
- Do what you enjoy
 - A smile is contagious!
- Who are your:
 - Clients and customers
 - Why?
 - How are they served?

What Is Your Brand?



Building and growing your Notary business

- Image
- Clarity
- Alignment
- How does your brand fit your industry?
- Tag line



What Is Your Business Value Statement?



Business Model

- Bargain
- Simple value
- A notch above
- Top tier

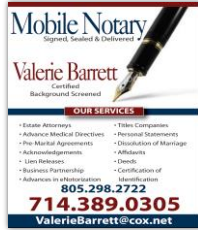
Have a Business Plan



Setting Up Your Business



- Company Name
- Business and Identity Package
- Email Address
- Website
- Collateral
- Flyer
- Ad



Selecting Type of Business



- Sole Proprietorship
- Limited Liability Company (LLC)
- Partnership
- Corporation (Inc)



Entrepreneurial Vision



- Financial Requirements
- Your Cost of Setting up a Notary Business
- Maintaining the Cost of Your Notary Business



Set Up Your Goals



- Why goals are so important
- Elevator pitch
- Be explicit and clear
- Connect
- Follow up
- Keep in touch



Promote Your Business



- How many people do you talk to?
- Order 1500 business cards at a time
- Use the 80 – 20 rule
- Referrals
 - Give & Get
- Promotion solutions
- Positive outlook, don't forget me

Perception Is Important



- Perspective of yourself?
- The perspective people have of you
- Take the initiative to do **your best** for:
 - **your** customers
 - **your** clients
 - You work hard to get them
 - Work harder to keep them



Protect Your Business



- Independent Contractor
- Indemnity & Insurance
- Contractors Agreement
- Contractor Tax Obligations
- E & O Insurance
- Bond



Building and Growing Your Notary Business



- Bookkeeping
- Office Location
- QuickBooks
- Scheduling
- Mileage



Keeping Up With Technology



- Smart Software
- Tablets, Laptop, Desktop
- Printers
 - LaserJet vs. Inkjet
- Scanner
- Ink & Toner



Must-Have Tools

- Secure briefcase
- Journal, Seal, Ink (thumbprints)
- Certificates
- Billing/Collection letters
- Website
 - Track visits
- Social Media
 - LinkedIn, Facebook, Twitter



Get Involved

- Education & Training
- Conferences
- Sign Up for Online Workshops & Tutorials
- Call the NNA®Hotline
- Chamber of Commerce
- Networking Groups
- Memberships



Personal Growth

- Meeting successful people
- Work / Life balance
- Mentoring others
- Become an expert



Be Successful



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Thank You!



- Questions?
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