

## **Tips for Getting General Notary Work**

You have your commission, insurance, and supplies, and you are raring to go. But where do you go, and how do you get general notary work? Here are a few tips to get you started.

Having an online presence allows potential customers find you. Building a simple website that is search-engine optimized will ensure that your site is on the front page of an Internet search result. Also, using social media such as Facebook, Twitter, LinkedIn, and Instagram gets your business out in front of people you might not normally meet during your everyday schedule.

Make certain that when you use social media that your posts are relevant, consistent and timely. Discuss the services you offer. List your times of operation, the locations you service, and your contact information.

Reach out to social workers and administrative personnel in places (see a short list below) that might utilize mobile notary services. Let them know of the services you provide and your willingness to help with their notary needs. Be certain to leave them plenty of business cards and check in with them periodically.

### **Institutions that may need notary services:**

- Hospitals
- Nursing homes
- Senior living communities
- Jails
- Charter schools
- Rehabilitation centers
- Organizations that offer services to the elderly such as Lifespan or Eldersource
- Adoption agencies
- Banks - for documents they are unable to notarize due to company regulations
- Insurance agents
- Car dealerships
- Law firms.

You may also post flyers in grocery stores, libraries, and recreation centers as well as any place that has a community billboard. Make certain your flyers have "tear-off tabs" so customers can easily take your information with them.

Tell your friends and family what you do. Word of mouth is a great way to build your business. The more people who know about your services, the more likely you will get more business.

Be a joiner. Join your local chamber of commerce, land title association, bar association, and networking groups.

Make certain you have fully completed profiles on well-known notary locator websites.

Advertise in your church bulletin, sponsor a recreational sports team, give out pens with your information, and wear clothing with your logo to draw attention to what you do.

Network with other notaries in areas you don't cover so you can refer business to one another when you aren't available or when a client needs a notarization in an area you don't service. Networking will also provide you with the opportunity to brainstorm with other notaries to gather business-building ideas.