



Starting Your Mobile Notary Business

Texas Notary Public

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PRESENTED BY:

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Business Startup Phases

Four Phases of Starting a Mobile Notary Public Business



Starting a Mobile Notary Business

- Four Phases:
 - The Beginning Phase
 - The Planning Phase
 - The Preparation Phase
 - The Networking & Implementation Phase

The Beginning Phase

- Six Steps:
 - Step 1 – Research competition
 - Step 2 – Get the proper training
 - Step 3 – Apply for your credentials
 - Step 4 – Find a mentor
 - Step 5 – Choose a business name
 - Step 6 – Additional administrative steps

Step 1 – Research Competition

- Research current mobile notaries in your area:
 - Learn who your competition is.
 - How are you going to do this?
 - Research competition thoroughly
 - Services
 - Hours of Operation
 - What other things should you check?
 - What else do you want to know?

Step 2 – Training

- Get Training:
 - Learn Texas Notary Public responsibilities.
 - Learn Texas Notary Public Laws
 - Become Familiar with the Texas SOS website
 - Build your Texas Notary Public personal library
 - You should become an expert in the field.

Step 2 – Training

- Why Get Training?:
 - A Notary Public is personally liable for negligence or fraud in the performance of the duties of the office.
 - In addition to civil liability, Notaries Public may be subject to criminal prosecution and the revocation or suspension of their notary public commission by the Secretary of State's office.
 - It's frustrating seeking assistance from someone who doesn't know what he or she is doing.

Step 3 – Apply for Notary Commission

- Notary Commission:
 - In Texas, Notaries are commissioned not licensed.
 - Purchase Bond
 - Purchase Notary Supplies
 - Purchase E&O Insurance

Step 4 – Get A Mentor

- Mentor:
 - Find a successful mobile notary who is willing to mentor you.
 - Or look into SBA's SCORE Program for a mentor
 - <https://www.score.org/>
 - Traits to look for in a mentor.
 - Commit to the mentorship relationship
 - You will get out of it, what you put in it.
 - The more work you put into the mentorship relationship the more rewarding the experience will be.

Step 5 – Choose A Business Name

- Business Name:
 - DBA or Assumed Name
 - <https://www.sos.state.tx.us/corp/namefilingsfaqs.shtml#assumedname>
 - Financial institution requirements.
 - Do some research on your name
 - Ask for feedback on your business name.

Step 6 – Additional Steps in Phase One

- Additional:
 - Purchase a domain name for a website
 - Purchase a business email with same domain name
 - Dedicated business phone.
 - Employer Identification Number (EIN)

The Planning Phase

- Five Steps:
 - Step 7 – Work on Business Plan
 - Step 8 – Determine Coverage Area
 - Step 9 – Work on Marketing Plan
 - Step 10 – Marketing Tools
 - Step 11 – Social Media

Step 7 – Work On Business Plan

- Business Plan:
 - Work with local Small Business Administration (SBA)
 - SBA has many tools to help with your business plan
 - Free online and live training.
 - <https://www.sba.gov/business-guide/plan-your-business/write-your-business-plan>
 - Know that this is a fluid plan.

Step 8 – Coverage Area

- Determine Coverage Area:
 - Create a list of counties in your coverage area
 - Create a list of cities in your coverage area
 - Create a list of zip codes in your coverage area.

Step 9 – Work On Marketing Plan

- Marketing Plan:
 - Work with local Small Business Administration (SBA)
 - SBA has many tools to help with your marketing plan
 - Free online and live training
 - <https://www.sba.gov/business-guide/plan-your-business/write-your-business-plan>
 - Identify your ideal customer
 - Determine why a customer would come to you.
 - Know that this is a fluid plan.

Step 10 – Marketing Tools

- Marketing Tools:
 - Business Cards
 - Resume
 - Mobile Notary Profile/Bio
 - Website
 - Facebook Business Pages

Step 11 – Social Media

- Social Media:
 - Notary Directories
 - Facebook Groups
 - LinkedIn
 - Twitter
 - Instagram
 - Alignable
 - Google Plus
 - Yelp

The Preparation Phase

- Five Steps:
 - Step 12 – Open a Business Bank Account
 - Step 13 – Determine Pricing
 - Step 14 – Resources Part 1
 - Step 15 – Resources Part 2
 - Step 16 – Additional Tools & Supplies

Step 12 – Open a Business Bank Account

- **Bank Account:**
 - Will need DBA paperwork to open account.
 - Helps keep business funds and personal funds separate.
 - Prevents co-mingling of funds.

Step 13 – Determine Pricing

- Pricing:
 - Make sure your prices cover your expenses and you make a profit.
 - Remember to research competition to see how they are pricing services.
 - Work with a mentor and/or tax professional on this.

Step 14 – Resources Part 1

- Available Resources:
 - Small Business Administration (SBA) & Notary Public Training
 - Offers training both online and live.
 - SCORE - Offers mentoring services
 - Local Government
 - Office of the Texas Governor
 - <https://gov.texas.gov/business>
 - https://gov.texas.gov/uploads/files/business/2019_Governors_Small_Business_Online_Handbook_.pdf
 - Texas Secretary of State

Step 15 – Resources Part 2

- Available Resources:
 - EC Purchasing
 - Free discount services: <https://ecpurchasing.com/>
 - Join industry specific professional organizations

Step 16 – Additional Tools & Supplies

- Additional Notary Tools & Supplies:
 - Notary Assist or Notary Gadget
 - Printer
 - Page Separator
 - Notary Services Receipt Book
 - Smartphone Apps

The Network & Implementation Phase

- Four Steps:
 - Step 17 – Local Networking
 - Step 18 – Start Implementing business plan
 - Step 19 – Start Implementing marketing plan
 - Step 20 – Add additional services

Step 17 – Local Networking

- Networking:
 - Look at joining local networking groups
 - Decide who you want to market your services to locally
 - Look for vendor setup opportunities
 - Participate in community services.

Step 18 – Business Plan

- Start implementing your business plan:
 - Implement and fine tune.
 - Remember, it's a fluid plan.

Step 19 – Marketing Plan

- Start implementing your marketing plan:
 - Implement and fine tune.
 - Remember, it's a fluid plan.

Step 20 – Adding Additional Services

- Example: Loan Signing Services
 - Additional Training.
 - Certifications
 - Background screening
 - Additional supplies and equipment
 - Additional marketing and advertisement
 - Additional costs
 - Additional software.

Starting a Mobile Notary Business

- Questions?

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