

# MyNotary News

December 2008

The MyNotary Network is dedicated to increasing the business (and profitability) of your Notarial practise.

**The MyNotary Network wishes members and friends a very Merry Christmas and a happy & prosperous New Year!**

**THIS** year the network has gone from strength to strength. In the year to come, we look forward to adding more geographically non-competitive members to the network, contacting more introducers and influencers, and extending the increasing range of services to members.

Recently the MyNotary admin team have focused on contacting the players in the international property sector - a huge consumer of private notarial services. During the first quarter of 2009 we will refine and categorise these contacts and create a 'meeting space' for international legal services. During the second quarter of 2009, we will focus on attracting and directing corporate clients to those MyNotary members that seek this work.

## Coming Soon: MyNotary IT Services

January sees the launch of whole range of IT services. These include Domain Name Purchase, Park-and -Point Domain Name Service, your current web site edited, basic web site package, bespoke web site copywriting, design, build and host service with or without any number of email addresses and control panel as well as an Email Alias Service.

We will make 0844 numbers available FREE of charge to members; and your own private fax-to-0844-email service will be on offer for just £5.00 per month.

Full details will be published in the New Year at [www.MyNotary.info](http://www.MyNotary.info)

## Typing Tips

1. In Word or Excel, when you type a web or email address it automatically turns into a hyperlink. A quick way to remove this annoying hyperlink is to just press 'backspace' after the address.
2. To speed up typing try using the keyboard instead of the mouse; Members will be emailed 'MyNotary Typing Tips' separately.

## Is your MyNotary web brochure up to date?

Premium Plus Members are invited to check the content of their MyNotary 'brochure' web page: and to send by email, any extra text or photo to be added. MyNotary 'brochure' web address will be [www.\[your town\].uknotary.biz](http://www.[your town].uknotary.biz) For example:

<http://www.leicester.uknotary.biz/>  
<http://www.preston.uknotary.biz/>



The web site is in the following standard format...

## Banner Headings:

Photo & 'Click here to find us' links to your MyNotary main site profile page allowing visitors to find you fast!

**Left Side:** About the Notary

**Right side:** 1. About the notary's firm [optional]  
2. Standard text to assist search engine optimisation.

## Footer links

## Reaching Out Overseas

Many members will have already spoken to Scott Innes; this talented, multi-functional man looks after the sales and marketing of the MyNotary Network. As a member of AIPP [www.aipp.org.uk/](http://www.aipp.org.uk/) Scott is also an expert in sourcing international investment and lifestyle properties, hence our success in the overseas property sector.

He and I again visited the annual OPP - Overseas Property Professional Show

<http://www.opp.org.uk/> - at London's Excel exhibition centre. Many of the exhibitors are property developers that have travelled to London from as far away as Argentina and Brazil cont'd over ....

## What does your web site say about you?

"It's urgent; it has to be on a plane first thing in the morning". It never ceases to amaze us how often notarial documents are left to the last minute; particularly, it seems, documents for the USA.

Let's assume that the notarial client has not used a notary before; he or she may not even know what a notary is. They will search (almost certainly Google) the internet to find a suitable notary. They will find plenty of web sites out there only too happy to explain exactly what notaries do: but our urgent-urgent client doesn't care, h/she just wants to know - can you do it, and how soon.

Finding your web site is another story: let's, for now, assume the potential client has landed on your web page. What does it say about you? Does it scream out **I'm the notary for you**? Many web designers don't know what a notary does, they may not realise that the whole purpose of your web site is to facilitate the making of an appointment.

Is your location – the areas you can, do and will operate from – well placed on the home page? Are your phone number(s) and email address prominent; at the top of the page?

### Fit for Purpose

What about the initial overall impression? Is it fit for purpose? Does it say I'm a professional? Or does it say I have 14 year old son? And what email address are you using? Most clients don't know or care that Notaries work independently; so perhaps when they see an email address such as f.bloggs@tesco.com\* they wonder - is this person able to handle 'my special case'.

Many companies in all areas of commerce use similar, out-of-the-box web site templates with library clip art graphics. Of course this is a cheaper option; but web sites don't need to be extensive or expensive – they just need a little thought. What are you trying to achieve and how are you going about it?

A 3-page site may suffice. Most web sites have a banner of some kind. This could contain 2 or 3 rotating photos of something meaningful e.g. your office inside or out, your town, of photo of you, something to do with any areas of special expertise.

Or add a graphic with movement; maybe have words unfolding on the screen. A minimal site well designed is possibly all your need; a Home Page, Services, How to Find Us, page and maybe add a page for fees: some sites like to have a page of links or useful information.

The home page should include: name, telephone number(s) email address, areas serviced, address(es), link to map and travel instructions. Hours; 9-5, out of hours, flexible hours, "we come to you".... Any areas of special expertise (potential client will travel the extra 20 miles or so to find notary that they think will be more understanding of their special matter). Add a fair amount of succinct, relevant and keyword-rich text to attract web search traffic to the site.

From January 09, MyNotary will offer a web site critique service; we will take a look behind the scenes of your web site; view the page tags, descriptions and key words used; we will assess it against your local competition.

More information on this and the other IT and marketing services will be published in January, but feel free to register interest before then: **Email admin@MyNotary.co.uk**

Basic review **£75** +VAT. Competitive review **£150** +VAT: fees may be fully or partially refundable against any subsequent design or editing services purchased.

\* I'd be interested to know what notaries think;  
Does the email address matter?  
Is a 'freeserve' type email address ok?

### Reaching Out Overseas continued ....

especially to find agents to promote and sell their developments.

The reason MyNotary attends is to remind exhibitors – who are bulk consumers of notarial services – to 'think notary, think MyNotary'. Influencers and potential clients are encouraged to contact the relevant notary directly via the MyNotary web site. We have not as yet added the contacts made at this year's exhibition but to view the current list see:

[www.property.notaryoverseas.com/agentslist.html](http://www.property.notaryoverseas.com/agentslist.html) .

The will give you an idea of one the ways we promote the MyNotary Network!

As well as property developers, the exhibition attracts specialist lawyers, currency brokers and other tertiary industry professionals; many of whom need access to notarial services throughout the UK.

During the first quarter of 2009 we will refine and categorise the contacts and create a 'meeting space' for international legal services. All these contacts will be brought together under the [www.notaryoverseas.com](http://www.notaryoverseas.com) web pages.



Best wishes for a great New Year,

Lisa

**Mrs. Lisa Preuveneers MBA CMgr FCMI  
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