

MyNotary News

September 2008

The MyNotary Network is dedicated to increasing the business (and profitability) of your notarial practise by providing and promoting an on-line consumer-orientated directory of Notaries Public in the UK and Ireland and researching and relating information on business management topics, especially in the field of IT.

September 2008: General Issue Contents

- E-notarisation: a tremendous marketing opportunity
- Can't type, won't type?
- Not a member? Reasons to join the MyNotary Network.

Coming Soon to members

- Digital signatures: Hands on Report
- E-notarisation: Your Competitive Advantage
- What your web site says about you
- Tips to improve the 'quality rank' of your web site
- Unusual and useful Notarial precedents

E-notarisation offers a tremendous marketing opportunity to the e-aware Notary. MyNotary members are kept up to speed.

You may have already seen Michael Lightowler's article 'Electronic Notarisation Are you ready?' in the last edition of *The Notary*.

Mr Lightowler writes about the move forward to streamlining the Notarial process by using digital signatures to secure documents so they may be sent by email to be accepted as being as good as a notarised original.

Of course the notary will always need to see clients, verify identity and authenticate documents: but, it is what happens next that will change. I'm told that e-Notarisation will be officially launched to the National press on October 9th 2008. On that day, Meg Munn, Parliamentary Under-Secretary of State at the Foreign and Commonwealth Office will be invited to sign an official change of address for the FCO to mark the opening of the new Milton Keynes legalisation office. Michael has been invited to e-Notarise the document.

Apparently the FCO have employed consultants to consider the feasibility of an e-legalisation service – a report is expected this year – suggesting that digital signatures be acceptable from spring of 2009. This will mean documents can be turned around faster and, once receiving parties accept the legitimacy of digital signatures, the documents may be emailed directly to their ultimate destination, reducing the possibility of loss and fraud.

I've been talking to Steve Roylance from GlobalSign, the company who have given Notaries so much help with this project. He says, "It's about education; different jurisdictions have different requirements, gaining acceptance worldwide is an on-going process".

Nevertheless many lawyers with commercial clients are already using digital signatures to secure confidential emails and, of course, to verify that the email is from whom they think it is from.

We at MyNotary think this a great PR opportunity for **all** notaries - irrespective of company size and resources -and that it will provide a huge competitive advantage. The Internet, and the application of technology, truly provides a level playing field. **'It is not the big that beats the small.... It's the fast that beats the slow'**. And, it **will happen**.

I will be meeting with Michael Lightowler and Steve Roylance next week to find out more and to collect my own digital signature system to try out. I'll be reporting back: members will automatically be updated (unless you opt out by emailing unsubscribe@mynotary.co.uk) if you are not a member please see below "Reasons to join"

Meanwhile if you want to find out more for yourself, GlobalSign is organising three FREE 1 hour on-line training sessions during October to illustrate the e-Notarisation process in practice (The dates are fixed for Thursday 2nd, 16th and 30th October at 10:30-11:30am).

However to qualify you'll need to apply for your e-Notarisation equipment. You'll need to have a copy of Adobe Acrobat (the writer product and not the free reader Version) and to have applied for and received your digital certificate from GlobalSign. To apply for a place e-mail NotaryTrial@globalsign.com

I hear your thinking, how much does it **cost**? Answer; £249 for 3 years, this allows 300 digital signatures to be applied to PDF documents over the three year period.

Can't type, won't type?

Maybe it's time to revisit the world of voice recognition.

I was in the forefront of promoting the Dragon Dictate voice recognition software in the middle 1990s. The software worked really well for some people and badly for others and so fell out of favour. One reason for the tailing off of interest was that software upgrades demanded more hardware resources than was reasonably available at the time. One person who stuck with it and swears by voice recognition is notary and Law Society council member Basil Preuveneers; ask any one of his constituents. As fast as he can talk, Basil rattles off long email updates on a regular basis!

Dragon Dictate gave way to Dragon's Naturally Speaking; this enabled users to talk 'normally' rather than pronounce each word separately. The key to successful computing was to use the 'voice command' function; a user could set up a procedure (a macro) for example "Print Two Copies" or "Usual Ending".

Anyway I recently received an email informing me of the latest product – claiming to be better than ever Here is an extract.

Since its launch two years ago, Dragon NaturallySpeaking 9 been proven time and time again how accurate and effective the use of speech recognition for your PC has become, and numerous reviews and testimonials speak to the ease of use and handy features ... the world's most awarded, best-selling speech recognition ... an even better version.

With this version, you'll enjoy:

- **20% increase in accuracy:** Up to 99% accurate right out of the box!
- **50% faster:** The latency between speaking and seeing words on the PC has now nearly been eliminated.
- **Smarter than ever:** New Dragon Voice Shortcuts™ let you find files on your PC, search web maps, shop on eBay, set appointments and more, all with simple voice commands.
- **Quick Voice Formatting:** Use a single command to implement corrections and enhancements to existing text.

www.nuance.co.uk/campaigns/dragon10-nm-uk/

Let me know if you interested to know more, I'll get on to the sellers and ask for an evaluation copy.



Not a member? Reasons to join the MyNotary Network

The MyNotary network is not just an online consumer-oriented directory of Notaries Public. We actively seek out Notarial opportunities and provide members with business management intelligence not always available to the individual notary.

We are in the final stages of making the MyNotary network an exclusive member* 'club'; for Notaries Public that want to take on more work and increase income.

We started off by including all the notaries we knew of in England and Wales; we are now in the process of **deleting** them area by area. Thus increasing the chances that clients will contact our members (even over a notary that is geographically nearer). We know for a fact, from the specialist marketing work we do for Notary Co UK, that this happens – clients will use the notary that can be quickly found, is (or looks) approachable and is easy to contact.

Very soon there will be **only** paid up membership. So contact us; email admin@mynotary.co.uk and **join up now**. There are 3 levels of membership

- Basic:** The notary is listed at www.MyNotary.co.uk and will: -
- £90**
- Be found by the search options * by town * by postcode * by name....
 - Full contact details are displayed with click-through to the Notaries web site.
 - Receive **MyNotary News** (8 times a year)
 - Gain web access to current and archive stories plus many extra features of interest to notaries and solicitors, including technology-tips, marketing and general business management topics. 15% discount on usual private consultancy charges
- Premium:** As Basic package plus
- £180**
- Front page 'balloon' on the Google search map. Receive referrals from enquires made directly to MyNotary
- Premium Plus:** As Premium package plus
- £450**
- Google adword campaign
 - Direct links from front page to your own, created by us, personal hosted 'Notary Service' page
 - In-bound links to your own/firms web site (this increases the Google quality ranking of your firm generally)
 - Guaranteed no competing notaries will be given membership in your area. All prices are plus VAT

* When a visitor to the www.MyNotary.co.uk web site searches for a town with no listed Notary - instead of seeing "No Result found" the following message will be displayed "Please [email us](mailto:admin@mynotary.co.uk) and we will contact a notary nearby and get back to you as soon as possible"

"It is not the big that beats the small..... it's the fast that beats the slow"