

MyNotary News

Brought to you by MyNotary: the find-a-Notary service

September '09

Keeping in touch...

Kee in Touch.... That's what we say to neighbours moving house and to friends and colleagues moving on. Both sides may genuinely mean it at the time; but life moves on, stuff gets in the way, email addresses get changed, phone numbers lost. Is it the same in business? Do you ask clients to 'keep in touch'? Do you proactively* make sure that when they need legal help again, or when a friend asks them to recommend someone – they think of you? Do they have your contact details? Can they easily locate you via the internet? The World Wide Web is becoming increasingly crowded, how do you stand out from the crowd? And as for acquiring new clients, we think that potential clients need to see a name or hear about a 'brand' at least seven times for it to register in their consciousness.



News 4 Law

Stand out from the Crowd

Create professional Newsletters for your firm for just £85

What to do – ask for recommendations or referrals throughout and at the end of the legal transaction and, Keep in Touch. Increase your web presence – increase the number of times your name/specialism/services/unique selling point are listed when searching online. And find a reason to get in touch. A great way to do this is to produce a newsletter. Now newsletters can be **VERY** hard work and costly. Maintaining a database, the cost of laying-up and printing the newsletter, deciding whether or not to send out a covering letter in a window envelope or to use labels, and so on. A cost effective solution the MyNotary Network now offers is **News 4 Law**. A professional looking newsletter is created for you in the form of a downloadable document. This may be added to your web site or, easier still, sent out by email. A newsletter helps you:

- ▶ Win New Business
- ▶ Impress Clients & Stand above the Competition
- ▶ Strengthen Client loyalty
- ▶ Emphasise a forward-thinking, client orientated image

For more information visit

www.lawconsultancyservices.co.uk/newsletter.html

Of course this still can be printed and mailed out but email is so much cheaper – (just!) the cost of time. As for content we can probably help with that too. Here's one we prepared earlier
www.notary.co.uk/NotaryNEWS09_09.pdf

* See special report 'Building Client Loyalty' at
www.mynotary.info/specialreports.htm

Show Me The Money

More and more we are becoming a cash-less society. Clients expect to be able to 'pay by card'. You can commit to a monthly fee and hire a card reader – the options offered by Bank of Scotland are reported on at:

www.mynotary.info/specialreports.htm. Or you may choose a simpler way to be able to accept most major credit and debit cards. By opening a Paypal account and adding some code to your web site clients can pay on-line from your office or online from anywhere in the world. This is



so very useful (and time saving) especially if you want clients to pay before you start work on their matter! We at MyNotary accept payment of member subscriptions in this way; see:

www.mynotary.info/buynow.htm

If you open your own Paypal account through us at the aforementioned web address, we will provide full instructions as to what to do and how to do it. We will even add it to your MyNotary Premium Plus member's web site for you. Once again full details are

made available on the member's web site www.mynotary.info

New Kids on the Blog

We now have two notarial blogs; one for clients leading off from the new 'increase-the-presence-of-the-MyNotary Network' web site at www.mynotary.org/ and one for MyNotary members at <http://mynotary.info/blog>.

The purpose of the members' blog is not to compete with the very popular and successful 'NotaryTalk' but to provide and share information relating to the business of being a notary. Bearing in mind that the purpose of business is to make a profit, the blog will focus on marketing, using technology and business management topics.

Typing Tips

Did you know you can insert an address into a Word document from your Outlook contact list? It's easy to set up. Open any Word document, right click in the blank part of the Tool Bar, select Customise, Commands, Insert, scroll down until you see 'Address Book' ... it is near the end of the list. Drag this to the Tool Bar – icons prefer to be placed within the range of other icons (not added at the end of the row). This is probably easier than it sounds. More Typing Tips & Tricks at www.mynotary.info/specialreports.htm

Is your website a wandering generality?

Is it fit for purpose? This rather poses the question – what is the purpose. We at the MyNotary Network think the purpose of a web site is to be found by returning and new clients. And for clients it is:

1. Location: is it a reasonable distance?
2. Phone number: can I phone now? Maybe ask the cost.
3. Email address: can I leave a message now?
in that order.

We are tempted to add at number 4 - 'cost', maybe in some highly competitive towns cost is a factor but generally notarial matters are urgent, needed today – wanted **NOW**. Accessibility is so much more important than cost. And a light touch – more on that in the next edition.

Many Notaries claim to be looking for business but in fact don't make it easy for their clients to find them. For example does your telephone number appear prominently on the home page? Can it be cut-and-pasted for the 'fast-monkeys' that use Skype or other automated dialling system? Or is it embedded in an image? Ditto for your email address; is it a hyperlink? When you click on it does it automatically open an email window?

Clients don't have time to go hunting through the whole website to find contact details – they move on to the next firm in the search results listed. Now with clever marketing that could be you again: it could be your MyNotary Premium Plus member web site!

It is most important now to be much more competitive because in many locations there are far more notaries around who are keen and eager to build up their businesses.

Legal Charities Garden Party

Lisa and Basil Preveneers were fortunate enough to be invited along to the Holborn and Westminster Law Society's Legal Charities Garden party held on the day of the 'Barbeque Summer' on the 11th June in the lovely setting of Lincoln's Inn North Lawns.



In keeping with our theme 'Keeping in Touch' - our picture shows **Lisa Preveneers** chatting to the Registrar of the Faculty Office, **Mr. Peter Beesley**.

10 Tips to Help Spot Passport Fraud

MyNotary welcomes features from members, here's a telling tale from a London notary.

It has been said that one in 20 passports are forgeries and even the immigration authorities can't tell the difference between a genuine passport and a forgery. Surely this must be an exaggeration? You can even buy one on the web if you want to - have a look at www.espionage-store.com/passport.html

Anyway there are some very obvious ways to check a passport, most of which are known to notaries but just as a reminder to everyone; the following checklist may be useful:

1. Check to see if the laminated picture page has been tampered with at the edges.
2. Does the picture and signature look like those of the person claiming to be a passport owner?
3. On foreign passports which are stitched, does the stitching look as if it has been re-stitched and are all the holes intact?
4. On Nigerian passports and certain other countries, the number of the passport appears as perforations right through the whole passport. On forged passports, the perforations do not line up. When you hold a genuine passport up to the light you should see straight through all of the pages through the holes, but on a forgery you will not.
5. Do you have a UV light reader? All passports should be screened under this light because you will see the UV markings and page numbers. Check that these page numbers line up with the UV marked page numbers.
6. Try to become acquainted with the UV markings on genuine passports. And don't assume that if a passport has UV markings, then it must be genuine. The markings on a forgery will be much more clumsily printed and not as sharp as on a genuine passport.
7. Check any watermark by holding it up to the light. Some clever printing makes it look like a watermark but it disappears when you hold it up to the light.
8. Try to become acquainted with the many different types of British passports in circulation. There are at least 10 very current versions.
9. Note the machine readable code (known as MRC) at the bottom of the picture page of the passport. This MRC has the passport number, state code of the issuing country followed by the birth date. The birth date is written backwards. Then this followed by M or F (male or female). On forgeries, it is possible that these details will not line up with the data given elsewhere on the passport.
10. For those of you, who are really keen on taking the matter further, look at www.keesingfightfraud.com/documentscan_en/. This company will help you identify fraudulent passport and other ID documents and Banknotes.



Garden Party Cont.

Champagne was for sale by the bottle; excellent canapés handed round and guests were entertained by a strolling jazz band and a steel band.

Many law firms and chambers took the opportunity to entertain clients and business contacts including the Barristers Benevolent Association (www.the-bba.com) who took pity on us and gave us a glass of champagne. Thanks guys.