



## A Message from LaDarrell

Hi, my notary buddies!

Thanks for the overwhelming positive support and interest in the things that I am implementing in my notary business! These are my own personal marketing methods that cover posting on your Google Business Profile (GBP), LinkedIn, other social media platforms, emails, and letters sent in the mail.

I hope you find this helpful!

*LaDarrell Worf*

As you continue, here are a few things to note:

1

The more time I spent thoughtfully considering the pains of the individuals/market that I want to serve and how I am the solution, the better my results were.

2

When posting online, the more I focused on only speaking to ONE group, the clearer my message became, and it was received by the right people.

3

Before emailing people randomly, I make sure that I have been given permission to do so. The way I do this is by visiting their offices, facility, or networking events, and then getting their business card and asking if they mind if I follow up with them via email.

4

The data shared here is from my personal experience, and none of the information provided here is a guarantee of any level of money, success, or lifestyle from the implementation of the information. Your results will be different and will vary depending on several factors, including your starting point, effort taken, and resources. None of the information herein constitutes legal or financial advice, and you are encouraged to seek such advise from a licensed professional before making any business decisions.



# LinkedIn Examples

These are in no particular order. I took a few screenshots from across my social media and GBP accounts and shared them.

It may seem as if I'm posting about many different services or talking to different market segments. However, I choose 1 (maybe 2) and consistently talk about that service, or target that segment of the market.

## LinkedIn Examples

The text, or "copy" as it called, will be far longer as LinkedIn is a place for professionals, and they are more prone to reading longer posts. If I had to choose, I'd rather only post to LinkedIn only because more of my target market gathers on this platform. More importantly, they are also in the mental state of doing business. Whereas on the other platforms the mindset is more focused on entertainment etc.

Target: "Individuals with loved ones in the Hospital, Medical Facilities, or Assisted Living Facilities."

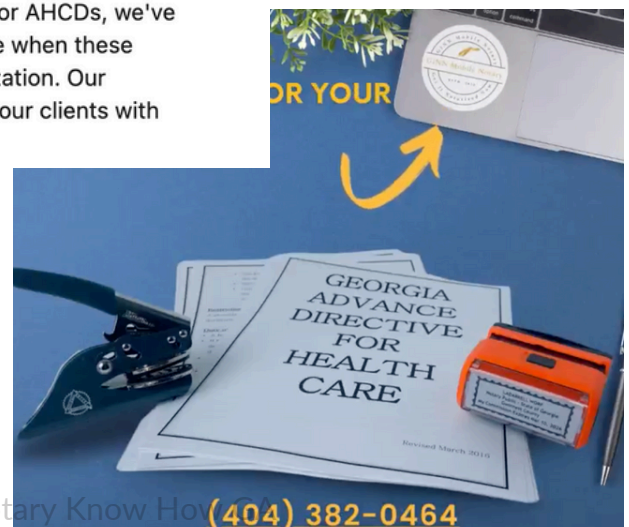
We've developed a deep appreciation for the significance of "bedside signings," specifically involving Medical/Financial Power of Attorney and Advanced Health Care Directives (AHCD) documents.

Why the love affair with this service? It's simple - we alleviate a significant burden from families during highly challenging times, allowing everyone to breathe a bit easier.

Specializing in these bedside signings has revealed the immense stress families face when dealing with medical complications or end-of-life situations. Making critical decisions and then scrambling to find a notary willing to come to the hospital, hospice facility, or even bedside at home can be an overwhelming challenge, encroaching on those last precious moments with a loved one.

In these instances, we've been touched by the heartfelt expressions of gratitude: "Thank you soooo much. This is a huge relief," or "Now we can all rest a little easier." ❤️❤️ Our mission is more than a transaction; it's about being a comforting presence during these tender moments, a support system when families need it most.

P.S. Even though Georgia may not mandate notarization for AHCDs, we've observed that families find solace and added reassurance when these significant documents bear the authentic touch of notarization. Our commitment is to provide that extra layer of support for your clients with empathy woven into every interaction.





# LinkedIn Examples

## LinkedIn Examples continued...

Target: "Everyday busy individuals that need a notary." These types are my general posts.

We get it. Life doesn't slow down just because you need to get a document notarized.

Many people, just like you, struggle to sneak in a visit to the bank or shipping center notary amidst all their other commitments.

The answer to your problem? Let me bring the notary to you!

Instead of adding another errand to your never-ending to-do list, let's simplify things.

✂ Here's a unique tip: Delegate tasks that add unnecessary stress. You win back your peace of mind!

My name is LaDarrell with GiNN Mobile Notary, and I specialize in making your life easier by traveling to your location for all your notary needs. Whether you're at work, on a lunch break, or running errands, I ensure you get notary services without disrupting your day.

Say goodbye to wasted time and hello to convenience.

Call me today, and let's set a time that's perfect for you.  
404-382-0464





## LinkedIn Examples continued...

Target: "Everyday busy individuals that need a notary." These types are my general posts.

🌟 Searching for the perfect mobile notary service? 🌟

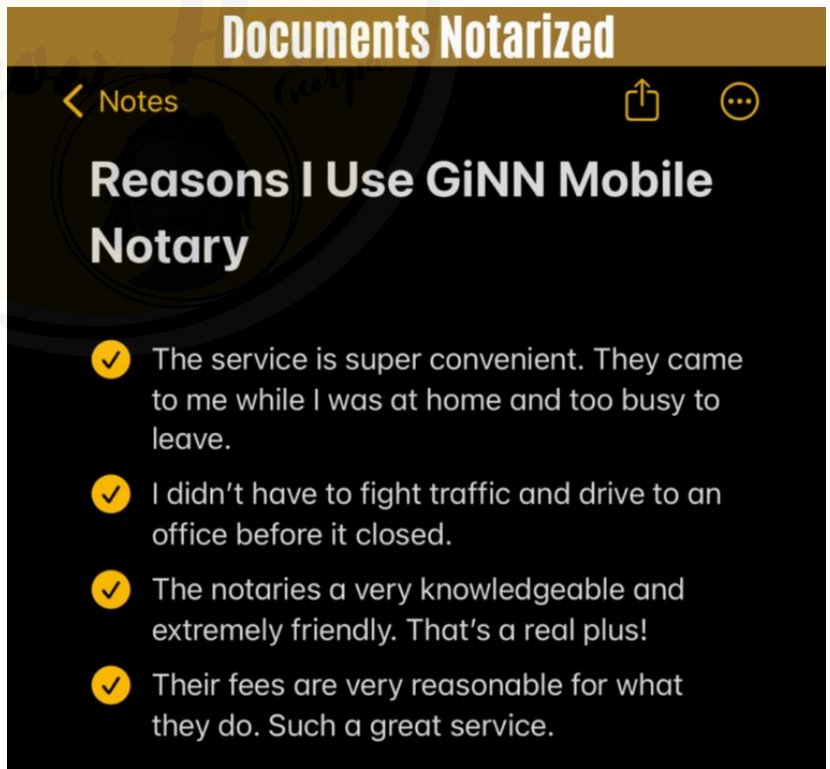
Look no further! At GiNN Mobile Notary, we pride ourselves on providing top-notch service with a personal touch.

With over a decade of experience in customer centric businesses, we understand the importance of efficiency and professionalism. Our team is dedicated to ensuring your documents are notarized accurately and promptly, wherever you are.

We prioritize convenience for our clients, offering flexible scheduling and on-the-go services to fit your busy lifestyle. Plus, with our commitment to continuous self-improvement, you can trust that you're getting the most up-to-date expertise in the field.

Choose GiNN Mobile Notary for unmatched reliability, expertise, and convenience. Let us help you with all your notary needs today! 🚗📝

[#GiNNMobileNotary](#) [#ProfessionalService](#) [#Convenience](#) [#Expertise](#)







# LinkedIn Examples

## LinkedIn Examples continued...

Target: "Attorney's That Specialize in Estate Planning."

### GiNN Mobile Notary: Elevating Estate Plan Notarization

GiNN Mobile Notary, your trusted ally in elevating the experience of estate plan notarization. ✍️🌟

#### 🌟 Specializing in Estate Plan Notarization:

GiNN Mobile Notary specializes in delivering top-notch mobile notary services, with a keen focus on estate plan signings. We understand the intricacies involved in estate planning and are dedicated to ensuring a seamless notarization process.

#### 💡 Our Unique Approach:

What sets us apart is our commitment to understanding the unique needs of each client. We pride ourselves on the ability to act as an extension to the attorneys that we work with, to provide their clients with door-step service.

#### 🌍 Serving Estate Planning Attorneys:

Attention estate planning attorneys! GiNN Mobile Notary is your go-to partner for efficient and client-centric notarization services. Our team is well-versed in catering to the specific requirements of estate planning professionals.

#### 📝 Recent Success Stories:

In the last 45 days, we've successfully facilitated five estate plan signings for clients who couldn't make it to the attorney's office. Our mobile notary services bring the notarization process to your clients' doorstep, ensuring their peace of mind.

#### 🔑 Key Services:

- Estate Plan Notarization
- Personalized Mobile Notary Services
- Convenient Estate Plan Signings
- Client-Centered Approach
- Expertise in Estate Plan Presentation

Choose GiNN Mobile Notary for a partnership that goes beyond notarization—making estate plan signings a seamless and personalized experience. Contact us today for unparalleled service.

📞 Contact us: 404-382-0464  
GiNN Mobile Notary, LLC



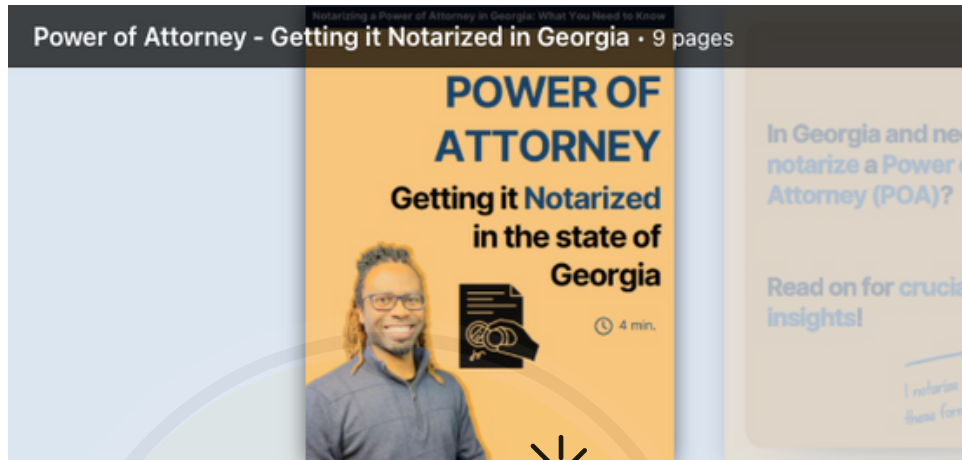


# LinkedIn Examples

## LinkedIn Examples continued...

Other things I've tried on LinkedIn:

- Creating a 10 page or less "pamphlet" that demonstrates my knowledge as a professional in the notary space.



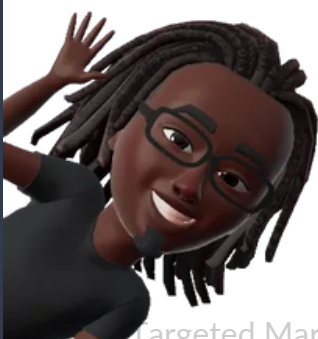
Click the image to see an example on the platform

In summary, posting on LinkedIn can be super beneficial for your notary business as it helps you reach a professional audience, build credibility, and establish your expertise.

By sharing relevant content, such as notary tips, industry news, and client testimonials, you can attract potential clients and foster relationships with other professionals who may need your services.

Additionally, LinkedIn's networking features enable you to connect with local businesses and individuals, increasing your visibility and potential for referrals.

Consistent, informative posts can enhance your reputation and drive business growth in the notary space.



BTW, Congrats on getting this far! 90% of people never make it past 10% of the information, books, courses that they buy....I knew I liked you!



# FB & IG Examples

## Facebook & Instagram Examples

For Facebook (FB) & Instagram (IG) I tend to shorten the posts as people are not really on these platforms to do business, but for entertainment. Also, I use these platforms just for social proof that I exist in the world. There's not much hope of getting business. We would have to become local celebrities for FB & IG to drive enough people to start knocking down our door for notarizations.

I also use a scheduling tool to post to FB & IG (if I didn't, these posts would never happen...)

P.S. YES! I recycle content. Most times I'll change a few sentences around and swap out photos. - That's it!

Target: "Individuals who need assistance with Apostilles" This has been my main focus recently on FB & IG

1

That sinking feeling as your deadline looms and you're stuck trying to crack the code of document authentication can be paralyzing.

Here's a unique way to release that tension: Delegate your complex tasks. When you're swamped, it's okay to seek help. Experts can handle things more efficiently and with fewer errors, allowing you to pour your focus into your real priorities.

It's understandable to feel bogged down, but why struggle when there's a hassle-free option?

I'm LaDarrell with GiNN Mobile Notary, and cutting through the authentication red tape is my specialty.

One phone call is all it takes. I'll ensure your documents are authenticated without you lifting a finger.

Busy professionals have enough to worry about. Let me streamline this process for you and give you back that valuable time.

Call me now to get your paperwork sorted effortlessly!  
404-382-0464

2

Do you have documents that need to be used outside of the U.S.?

- 🕒 Saving you time from driving to ATL
- 🗑️ No need to stress out of rejected documents
- 🧘 Avoid the feeling over being overwhelmed

I can help by facilitating the Authentication process. Currently, working with a client with documents going to Qatar. 😊

GiNN Mobile Notary

YOUR RELIABLE SOURCE FOR

**APOSTILLE FACILITATION SERVICES**

Expertise & Professionalism  
Confidentiality & Security  
Convenient and Efficient  
Trusted and Reliable

[CONTACT US](#)





# FB & IG Examples

## Facebook & Instagram Examples continued...

Target: "Everyday busy individuals that need a notary." These types are my general posts.

1

Need a notary on the go? 📞 Look no further, GiNN Mobile Notary has you covered!

Our team is here to assist with all of your mobile notary needs. Whether it's a legal document, school form, or medical documents, we're here for you.

👉 Contact us today to schedule your appointment!

404.382.0464

We're only a call or text away.

2

We get it. Life doesn't slow down just because you need to get a document notarized. Many people, just like you, struggle to sneak in a visit to the bank or shipping center notary amidst all their other commitments.

The answer to your problem? Let me bring the notary to you!

Instead of adding another errand to your never-ending to-do list, let's simplify things.

📌 Here's a unique tip: Delegate tasks that add unnecessary stress. You win back your peace of mind!

My name is LaDarrell with GiNN Mobile Notary, and I specialize in making your life easier by traveling to your location for all your notary needs. Whether you're at work, on a lunch break, or running errands, I ensure you get notary services without disrupting your day.

Say goodbye to wasted time and hello to convenience.

Call me today, and let's set a time that's perfect for you.

404-382-0464







# FB & IG Examples

## Facebook & Instagram Examples continued...

Target: "Everyday busy individuals that need a notary." These types are my general posts.

"Remember, you never need a notary until you need a notary!" But when you do, GiNN Mobile Notary Service has got you covered!

🏠 ✨ With well over 500 notarizations, our team brings professional notary services right to your doorstep – whether you're at home or in the office.

We understand the value of your time, so we strive to make the notarization process as smooth as possible. From document notarization to assisting with real estate documents, GiNN Mobile Notary Service offers exceptional service with a personal touch.

Don't waste time searching for a notary – let us come to you! We're available M-F 9am-7pm & Sat. 10am -2pm to accommodate your busy schedule. Contact us by phone or visit our website to schedule an appointment today.

Experience convenience and professionalism with GiNN Mobile Notary Service – your trusted notary on the go! 🚗 🍌

📞 404-382-0464

🌐 [www.ginnmobilenotary.com](http://www.ginnmobilenotary.com)

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YOU NEVER KNOW  
YOU NEED A  
**NOTARY**  
UNTIL YOU NEED A NOTARY  
GINN MOBILE NOTARY

CONTACT US



404-382-0464



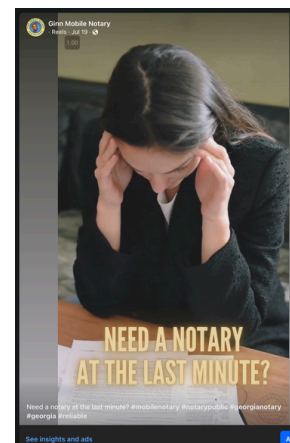
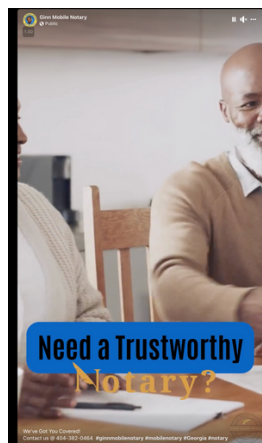
[info@ginnmobilenotary.com](mailto:info@ginnmobilenotary.com)



[www.ginnmobilenotary.com](http://www.ginnmobilenotary.com)

Other things I've tried on FB & IG:

- Creating Reels with & without Voiceovers because videos reportedly draw more attention than a picture and the reels are randomly pushed out on both platforms. This has the potential to increase my reach beyond the few people that Follow or Like my business pages.



Click each image to see examples of this on Facebook.

Targeted Market Segment Examples: Notary Know How GA



# Email & Mailer Letter Examples

## Email & Mailed Letter Examples

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When it comes to writing emails & letters to prospective clients it's important that I take time to dig into what their pain points are in business, and find ways that I can be the solution to said pain point, and then make the email engaging.

I use tools such as AI (ChatGPT, Bard, etc) to help me craft the emails/letters. Remember, we can use these AI tools to have back and forth conversations to refine our writing, (don't just use the first thing it spits out!) That back and forth process can give you a pretty decent result that you can then fine tune and send out to potential clients (leads).

Also, I use LinkedIn & Facebook to look at attorney profiles (one of my target markets) and find the kind of promises they make to clients. I then use the reverse of their promises as a pain point. For example, when clients can't get to the attorney's office, the attorney then has to make a special "house call" which costs them ridiculous amounts of time and (in their own words) "when they're out of office they are not billing other clients." - So I tell them with my service I can keep them in the office so they can keep billing more clients, while I handle the "house calls".

A few tips:

- 1 Make sure that every email has a great subject line
- 2 Persuasive messaging is how we win with the written word. Paint a picture of their pain(s) by telling a relatable story about a "character" just like them. We need them to feel it.
- 3 Don't forget to offer the solution. **YOU ARE THE SOLUTION!**
- 4 End with a Call to Action (CTA) to have them call or email.

P.S. The next few pages will have full examples of emails & letters that you can feel free to copy, update the information, and use in your own business. And yes these are the same copy that I use in my business. You can use them as either emails or physically mailed letters -- You're Welcome!



# Email & Mailer Letter Examples

## Email & Mailed Letter Examples

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### Option 1 - Attorney - General

Subject: Need More Time for Your Clients?

Hello Attorney {Name},

Ever feel like you're always running around, barely having a second to breathe?

You're not alone.

Morning traffic, unexpected delays, and endless client meetings can really eat away at your day.

Imagine if you could focus more on your cases and less on everything else. That's where I come in. At **Your Company Name**, I take care of all those out of office client signatures, notarizations, or even document deliveries for you.

No more wasting valuable hours. Just more time for your clients. Ready to streamline your day?

Call me at **Phone Number** to schedule an appointment.

Best,

**Your Name**

**Your Company Name**

**Phone Number**



# Email & Mailer Letter Examples

## Email & Mailed Letter Examples

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### Option 2 - Attorney - General

Subject Line: Have You Ever Felt Stranded With A Pile Of Paperwork?

Hi Attorney {Name},

Picture this: one of your clients, Jane, is stuck at home with a broken leg. She's got her estate planning documents spread out on the dining table, but she can't get to your office.

Frustrating, right?

I remember a scene from the show "Suits" where Harvey Specter was stuck in a similar bind. He needed a crucial contract signed, and only one person could do it. But she was in a hospital bed, miles away.

Harvey didn't waste a second. He got a mobile notary to go straight to her.

This brings me to the crux of my story. Just like Harvey, you can break free from the chains that hinder helping Jane and others.

The principle? When you can't bring the client to the notary, bring the notary to the client.

At **Your Company**, we're here to help.

We specialize in notarizing Wills, Estate Plans, Power of Attorney, Advanced Health Care Directives, contracts, lease agreements—all from the comfort of your client's home or hospital room.

You don't need to overwork yourself trying to manage everything alone.

Make the call that makes a difference: **Phone Number**.

Warm regards,

**Your Name**

**Your Company Name**





# Email & Mailer Letter Examples

## Email & Mailed Letter Examples

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### Option 3 - General Attorney

Subject: How a Missing Signature Almost Ruined Everything

Hello Attorney {Name},

I'm sure that you can believe it when I say, it was a single missing signature that almost cost a client an important deal.

Picture this: The client had every document ready and everyone was poised to sign.

Then bam!

One key person couldn't get to the office on time.  
Chaos, right?

I've witnessed this happen way too often. Busy Attorneys scrambling to ensure all documents are signed, while other important legal work piles up back at the office.

For attorneys, time is money.

That's why my mobile notary service can be your secret weapon.

We travel to your clients, collect their signatures, and correctly notarize all documents while allowing you to focus on the larger tasks at hand.

Don't let one missing signature wreak chaos on your day.

Call **Phone Number** to schedule an appointment with the most reliable notary service around.

Your New Trusted Notary,  
**Your Name**  
**Your Business**



## Email & Mailed Letter Examples

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### Option 4 - General Attorney

Hi there Attorney {Name},

Ever had one of those days where everything is running late, and the clock seems like your worst enemy?

I'm sure you have.

Just the other week, I was watching a true movie classic again, "Back to the Future," and it got me thinking...

Remember that scene when Doc Brown is racing against time to power the DeLorean?

Just imagine if he missed that critical second—they would've been stuck in the past forever.

It made me think about timing in business.

Especially when you've got clients who need important documents notarized ASAP—like estate plans, power of attorney documents, or any number of legal documentation.

If they can't make it to your office,

It's like missing a lightning strike...

Critical moments lost.

Here's the moral:

Timing isn't just a part of good service; it's everything.

**Continued on the next page**



# Email & Mailer Letter Examples

## Email & Mailed Letter Examples

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### Option 4 - General Attorney continued

That's why **Your Company** is here to save the day.

We travel to your clients, wherever they are.

It's like bringing the clock back to your favor.

Want to stop worrying about clients who can't make it to your office?

Give us a call at **Your Phone #**.

Let's make sure you're not missing those vital seconds.

Best,

*Your Signature*

**Your Name**

Notary Public

**Your Company**

[www.yourwebsite.com](http://www.yourwebsite.com)

[youremail@gmail.com](mailto:youremail@gmail.com)

P.S. Let us handle the timing, so you can focus on what you do best—serving your clients!





**That's a Wrap!**

Wahoo!!!! That's it my notary buddies!

I truly hope that you found this resource helpful!

As always, Be Safe. Be Kind. And Remember that you GOT THIS!

*LaDarrell Worf*

**YOU  
DID IT!**