Notary Directory Pro

FIELD GUIDE 01 · DIRECT-TO-CONSUMER WORK

# Found, not assigned.

The neighborhood Facebook-group playbook for booking vehicle title transfers, powers of attorney, and bedside signings — directly, at your price.

- 13-GROUP MARKET MAP
- DAILY 20-MINUTE SCAN
- COPY-READY COMMENTS & POSTS
- 7-DAY LAUNCH PLAN




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START HERE

# Built from a working practice, not a course.

Most notary marketing advice says wait — for signing services, title companies, Google rankings. This guide does the opposite. It puts you inside the conversations your neighbors are already having, tonight, at the moment someone needs a notary and every bank lobby is closed.

Everything here runs daily in Southwest Ohio: a morning scan of local community and buy/sell groups, an urgent-lead check during the day, and a short library of comments and posts that turn helpful answers into booked, paid signings.

## How to use this guide

1. **Read it once, end to end** — about 45 minutes. Skip notes the first time; get the shape.
2. **Work the checklists on pass two.** Every chapter ends in an action. The last page is your build sheet.
3. **Launch in seven days** with the plan in Chapter 10. Live and imperfect beats perfect and private.
4. **Localize every template.** Your town, hours, phone, and state rules. Starting points, not scripts.

## What's inside

| CHAPTER | WHAT YOU'LL GET |
|---|---|
| **01 · The Shift** | Why consumer work is found, not assigned |
| **02 · Find Your Groups** | The 13-group map — 9 community + 4 buy/sell — and how to score them |
| **03 · The Daily Routine** | Morning scan + urgent watch, with full keyword lists |
| **04 · Selectivity** | Why you comment on 4–7 posts a day and skip the rest |
| **05 · After-Hours Titles** | The highest-converting opening in the system |
| **06 · Healthcare & POA** | Urgent, recurring, referral-rich work |
| **07–08 · Templates** | Copy-ready comments, posts, and a 14-day rotation |
| **09 · Comment to Booked Job** | Reply scripts, intake checklist, the review ask |
| **10 · Launch** | 7-day plan, worksheet, weekly tracker |

**State law first.** Examples reflect Ohio practice (Ohio vehicle title transfers must be notarized). Check every legal statement against your own state handbook before you post it. This guide teaches marketing, not law, and is not legal advice.

# Loan signings are assigned. Consumer signings are found.

If your income depends on signing services and title companies emailing you, you don't have a marketing problem — you have a single-channel problem. One platform changes fees, one company slows down, and the month collapses. Loan work matters, but it reaches you through intermediaries who set the price.

Direct-to-consumer work is different. A daughter whose mother is in the hospital tonight. A seller meeting a car buyer at 8pm. A couple who finally printed their healthcare POA. None of them know a signing service. They ask neighbors — more and more, in a local Facebook group — and the notary who answers first and helpfully gets the job at *their* price.

## Five services this system books

| SERVICE | WHY IT CONVERTS | WHERE IT SHOWS UP |
|---|---|---|
| **Vehicle title transfers** | Time-locked: buyer and seller meet after work | Buy/sell groups, marketplace, community groups |
| **Healthcare POA / directives** | Urgent and emotional; families act same day | Community groups, caregiver and senior threads |
| **General powers of attorney** | Deadline-driven: travel, military, closing, care | Community groups, direct asks |
| **Hospital & nursing-home** | No public notary on site; family searching under stress | Community groups, recommendation threads |
| **Everything else** | Affidavits, school, employment, estate | Recommendation questions — the top thread type |

> **Positioning rule.** Market only what consumers buy directly. Never advertise loan signings to the public — that work comes through title companies and referral partners, and it muddies the consumer offer.

## Your one-sentence positioning

Write this before you post anything. You'll reuse it everywhere.

COPY

"I'm `[Name]` with `[Business]`, a mobile notary in `[Town]`. I come to you — home, hospital, or office — `[hours, e.g. 7am–10pm daily]`. `[Phone]`."

What's in it: place, mobility, hours, phone. What's not: a credentials list, a pitch, or the word "cheap." Helpful and available *is* the brand.

# Thirteen groups is a market. Fifty is a distraction.

You don't need every group in the county — only the ones where neighbors ask for help and sell cars. The working map: **9 community groups + 4 buy/sell groups**, all inside an area you can actually drive.

## 1 Draw your service area first

List the towns or counties you can reach within your response window. Every group must sit inside that circle. A lead 70 minutes away at 9pm isn't a lead — it's a disappointment you created for a stranger.

## 2 Find candidate groups

- Search your town and county names plus: *talk, community, neighbors, local, loving [town], rummage, garage sales, buy sell trade, marketplace*.
- Most towns have a main group and a "2.0" spin-off. Join both — different admins, different audiences.
- Don't skip the big county group. A ~26,000-member county group joined this system only after a real notary request was missed there. Missed requests matter, not size.

## 3 Score each group before you commit

| SIGNAL | KEEP IT IF… | DROP IT IF… |
|---|---|---|
| **Activity** | New posts daily; comments within the hour | Last post was weeks ago |
| **Locality** | Posts name real streets and schools | National audience, generic content |
| **Ask culture** | "Who do you recommend?" gets real answers | Links and spam; no conversation |
| **Vehicle volume** | Cars, ATVs, golf carts, trailers weekly | Mostly furniture and clothes |
| **Rules** | Self-promotion rules are clear and workable | Any business mention banned and enforced |

> **Respect the room.** Read every group's rules on day one and follow them exactly. Some allow business posts only on set days, or only as comments. Notaries who last are neighbors first, vendors second. Never break a rule to chase one job — you'll lose the whole group.

- [ ] Service area written down
- [ ] 9 community + 4 buy/sell groups joined
- [ ] Rules saved for every group
- [ ] Each group scored; pruned to your final 13

# Twenty minutes each morning. Sixty seconds when it's urgent.

Two rhythms. The **morning scan** is deliberate — coffee, groups, templates, done. The **urgent watch** is a quick check during the day for posts that can't wait, because a hospital POA posted at 2pm is usually booked by 4pm.

## The morning scan (~20 minutes)

1. Open community groups first. Sort by newest where you can.
2. Run the keyword list in each group's search, then skim for recommendation questions the keywords miss.
3. Repeat in buy/sell groups — new vehicle listings only.
4. Shortlist against the Chapter 4 targets, not everything you see.
5. Comment with a Chapter 7 template plus one specific detail from the post.
6. Quiet morning? Publish one Chapter 8 post in one group. Quiet days are content days.

## Keywords that find the work

**Direct asks**

- notary / notarize / notarized
- need a notary, notary near me
- mobile notary
- who can notarize, where can I get something notarized

**Buy/sell triggers**

- clean title, clear title, title in hand
- for sale: car, truck, SUV, ATV, side-by-side, golf cart, trailer, motorcycle, boat
- junk car, who buys junk cars
- evening / after work / weekend

**Document triggers**

- power of attorney, POA
- healthcare, medical, hospital
- will, estate, affidavit
- title transfer, car title, vehicle title

**Situation triggers**

- nursing home, rehab, assisted living
- parent, mom, dad + paperwork / signing
- urgent, today, tonight, ASAP + document

> **The urgent rule.** A post that says *today, tonight, hospital,* or *urgent* gets a reply within the hour if you can manage it. Speed is the marketing. A good comment in twenty minutes beats a perfect one tomorrow.

## Track it or it didn't happen

One log, five columns: date, group, post type, what you said, result. Thirty seconds a day. In a month it tells you which groups, angles, and hours actually book jobs.

# Comment on 4 to 7 posts a day. Skip the rest on purpose.

The fastest way to get ignored — or removed — is commenting on everything with your business name attached. This system is selective by design: on a normal day you're looking for **4–7 posts worth a comment** plus **2–3 post ideas** banked for quiet days. Some days you'll find one. Some days none — and admitting a quiet day is part of the discipline.

## The traffic-light filter

| LIGHT | THE POST LOOKS LIKE | YOUR MOVE |
|---|---|---|
| 🟢 **Green — comment now** | Direct notary ask; urgent document need; fresh vehicle listing mentioning a title; a recommendation question you can genuinely answer | Comment within the hour — template + one specific detail |
| 🟡 **Yellow — help, no pitch** | Adjacent question (Medicare, junk cars, selling a car) where a notary fact is genuinely useful | Answer first; one soft line about what you do, only if it fits |
| 🔴 **Red — skip** | Already answered; outside your area; rules forbid it; spam thread; any comment that's for you, not them | Move on. Skipping is the system working. |

## Five tests before any comment

1. **Is it fresh?** Same-day beats yesterday. A listing from last night with zero comments is gold — be the first helpful voice.
2. **Is it mine?** Inside your area, inside your hours, a service you actually offer.
3. **Does it help if they never hire me?** If not, rewrite until it does.
4. **Have I already shown up here today?** Once is a neighbor. Three times is an ad campaign.
5. **Would I say it out loud at the grocery store?** These are real neighbors. Tone is reputation.

> **Learn from engagement, not hope.** Watch what each group rewards. In this system, a simple "Spotted lanternflies?" pulled 17 comments, "Who buys junk cars?" pulled 15, and a Medicare help thread pulled 16. Questions and local curiosity beat announcements every time — which is why Chapter 8 is built on questions and quizzes.

# The sale happens at night. The bank is closed. You're the open door.

Private vehicle sales don't happen at 11am on a Tuesday. They happen at 7pm, after work, in a driveway — the only time buyer and seller can both be there. In states like Ohio, that title **must be notarized** before it can transfer.

So at the moment of sale, every traditional option is closed: banks, title offices, BMV branches. The deal stalls, or the buyer drives off with an unnotarized title and hopes. **You're the only open door.** Once sellers know the service exists, they welcome the comment — you're not interrupting the sale, you're unblocking it.

## Where the angle fires

- **Fresh buy/sell listings** — cars, trucks, side-by-sides, street-legal golf carts, trailers. "Clean title" or "clear title" is your cue.
- **Evening listings especially.** A car posted at 10:23pm with no comments is a seller meeting a buyer tomorrow night. Be the first comment by morning.
- **Junk-car threads.** Even a clunker's title has to be notarized to transfer in Ohio. Nobody has ever told the seller of an $800 car this. Be first.
- **Community groups too.** "Selling my car, what paperwork do I need?" is a green light anywhere.

## Anatomy of the comment that works

| STEP | WHAT IT DOES |
|---|---|
| **1 · Acknowledge** | "Nice ride — glad the clear title's ready." |
| **2 · Teach one fact** | Title transfers must be notarized in your state |
| **3 · Name the timing** | Buyers meet evenings, when offices are closed |
| **4 · Offer the fix** | You come to them, evenings included — one line |
| **5 · Sign off as a person** | Name, business, phone, hours |

COPY

"Nice ride — glad you've got the clear title ready. Quick heads-up: Ohio vehicle title transfers have to be notarized, and if you meet a buyer in the evening when banks and title offices are closed, I can come to you. I'm a mobile notary in `[Town]` (`[Business]`, `[Phone]`), available 7am–10pm daily."

Adjust the legal sentence for your state. If titles don't need notarizing where you are, lead with convenience, witnesses, and bill-of-sale paperwork — the same structure still works.

# Hospitals, nursing homes, and kitchen tables.

If titles are the volume play, healthcare documents are the heart of a consumer practice — and the work competitors can't easily copy, because it takes availability, calm, and discretion at the worst moment of a family's month.

## What families actually need

- **Healthcare POA and living wills** — before surgery, during a hospital stay, or when a parent moves to assisted living.
- **General / financial POA** — so an adult child can handle banking, benefits, or a home sale.
- **Bedside signings** — hospitals and nursing homes rarely offer a notary to the public, and discharge paperwork doesn't wait for business hours.

## How it shows up in groups

Rarely as "need a notary." Listen for: a parent mentioned plus paperwork; fall open-enrollment and Medicare threads (the healthcare POA is the piece everyone forgets); "has anyone dealt with…" after a health scare; and recommendation threads, consistently among the most-commented posts.

COPY

"Question for the group: do you have a plan for who can sign paperwork for your parents if they end up in the hospital? A healthcare POA takes about 20 minutes to set up — I notarize them at your kitchen table."

## House rules for sensitive work

- **Never discuss anyone's situation publicly.** Comment generally, move details to a private message, never confirm who your clients are.
- **Lead with calm, not urgency.** The family is already stressed. Lower the temperature: what the document does, how long it takes, that you come to them.
- **Know your limits cold.** You notarize signatures. You don't draft documents, choose agents, or give legal advice. Saying so plainly builds trust. Refer drafting to an attorney or a reputable document service.
- **Be genuinely reachable.** If you advertise evenings and emergencies, honor it. One family helped at 9pm tells the whole group for a year.

> **The seasonal edge.** Fall open enrollment, January resolutions, and back-to-school (young adults leaving for college) all spike POA interest. Calendar the Chapter 8 healthcare post for each window.

# Help first. Pitch second. Sign off like a person.

### 1 · Fresh vehicle listing

COPY

"Nice `[car/item]` — one heads-up from a local notary: `[State]` requires vehicle titles to be notarized before they can transfer, and most title offices are closed evenings and weekends, when private buyers usually meet. I'm `[Name]` with `[Business]`, a mobile notary in `[Town]` — I can meet you and the buyer wherever's convenient, evenings included. Good luck with the sale!"

### 2 · Direct notary ask

COPY

"Hi `[Name]` — I can help with that. I'm a mobile notary in `[Town]` and I come to you, `[hours]`. If you still need someone, message me or call `[Phone]` with the document and your timing — I'll confirm the total fee up front, no surprises."

### 3 · Urgent / hospital need

COPY

"I'm sorry your family is dealing with this. I do hospital and nursing-home notarizations in `[Area]` and can usually come the same day, evenings included. Message me the facility and what needs signing and I'll tell you exactly what to have ready."

### 4 · Junk-car / "who buys cars" thread (yellow light)

COPY

"One thing sellers miss: even for a junk car, the title still has to be notarized to transfer it in `[State]`. Happy to explain the steps if anyone wants them — I'm a local mobile notary."

### 5 · Recommendation thread (no direct ask)

COPY

"Adding a local option: `[Business]` — mobile notary, I come to homes, hospitals, and offices across `[Area]`, `[hours]`. `[One-line specialty, e.g. lots of evening title signings]`. `[Phone]`"

> **Speed tip.** Keep all five in your phone's notes app. The morning scan moves twice as fast when you're editing, not composing.

# Questions and quizzes pull the comments that book jobs.

### 1 · The title quiz

COPY

"Pop quiz — true or false: in `[State]` your car title has to be notarized before you can transfer it to a buyer. I'll answer in the comments."

### 2 · The curiosity question

COPY

"Has anyone here ever needed a document notarized at a hospital or nursing home? I'm a mobile notary and curious how hard it was to arrange — happy to share what works."

### 3 · The seasonal healthcare post

COPY

"Open-enrollment question: who's helped a parent switch Medicare plans? The piece people forget is the healthcare power of attorney — about 20 minutes of paperwork, and I can notarize it at your kitchen table."

## Your 14-day rotation

One post, one group, per day — maximum.

| DAY | POST | DAY | POST |
|---|---|---|---|
| 1 | Title quiz | 8 | Title quiz (new group) |
| 2 | Curiosity question | 9 | "What does a notary actually do?" explainer |
| 3 | Evening-title tip | 10 | Seasonal healthcare post |
| 4 | Comment-only day | 11 | Comment-only day |
| 5 | Healthcare POA question | 12 | Local question — no business, just be a neighbor |
| 6 | Junk-car title tip | 13 | Curiosity question (new group) |
| 7 | Rest / review the log | 14 | Rest / review the log |

**Rotation rule.** Never post the same text in two groups on the same day, and never post in one group more than once a day. Groups reward regulars and punish broadcasters.

# The comment opens it. Reply speed closes it.

## When they message you

COPY

"Thanks for reaching out! A few quick questions so I can give you an exact price and time: 1) What document(s) need notarizing? 2) How many signers? 3) Where should we meet, and when works for you? 4) Does everyone have valid photo ID ready? Once I have those, I'll confirm the total fee and lock in a time."

## Intake checklist — every job, no exceptions

- [ ] Document type and page / signature count
- [ ] All signers named; each present with valid ID
- [ ] Location and access notes (hospital floor, facility check-in)
- [ ] Time confirmed, with a realistic travel buffer
- [ ] Total fee quoted in writing before you drive — travel + notarization
- [ ] Witnesses needed? Agree who provides them before you leave

## At the appointment

- Arrive two minutes early, introduce yourself by name and business, and put the signer at ease before any paper moves.
- Verify ID and confirm the signer understands and is willing. Your legal duties, done visibly and calmly, are your best advertisement.
- Complete your journal entry on the spot. Professional habits get described in reviews.

## The review ask — don't skip it

COPY

"If I earned it today, a Google review helps other neighbors find me when they're in a pinch — it takes about a minute: `[review link]`. Either way, thank you for trusting me with this."

Reviews compound. A 5.0 profile built one review at a time is why strangers in a thread pick you over a cheaper name they've never seen. Ask every time, once, graciously — never pay for, script, or pressure a review.

## After the job

- Log it: source, service, fee, review asked (yes/no).
- For sensitive jobs, a one-line thank-you next morning. No pitch.
- If it came from a thread, a short public thank-you ("Glad we got it sorted — thanks, `[first name]`") closes the loop where future clients read it. Never share details.

CHAPTER 10 · LAUNCH

# Your seven-day launch.

| DAY | BUILD THIS | DONE WHEN |
|---|---|---|
| 1 | Positioning sentence + service area | Both written below |
| 2 | Join and score candidate groups | 13 chosen; rules saved |
| 3 | Load the five comment templates into your phone | Every [bracket] replaced |
| 4 | First morning scan — comments only | Log started; one green-light comment |
| 5 | First post: the title quiz, in your best group | Posted; every reply answered same day |
| 6 | Urgent-watch habit: two 60-second checks | Midday and early-evening checks done |
| 7 | Review the log; prune one weak group | 14-day rotation scheduled |

## My system on one page

| |
|---|
| **Positioning sentence** |
| **Service area** |
| **Hours I'll actually honor** |
| **9 community groups** |
| **4 buy/sell groups** |
| **Morning scan · urgent-check times** |
| **Review link** |

## Weekly tracker

| WEEK OF | COMMENTS | POSTS | DMS | JOBS | REVIEWS |
|---|---|---|---|---|---|
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |

**Day 30, done right.** Not viral posts — a rhythm. A scan you actually do, a handful of helpful comments a week, your name recognized in two or three groups, and your first jobs no signing service ever touched.

**About the author.** Terry May runs Signed On Time, a mobile notary practice in Waynesville, Ohio, serving Warren, Greene, Clinton, Butler, Hamilton, and Montgomery counties — 7am–10pm daily, 24/7 emergencies. 513-226-9052 · signedontime.com.
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