

THE PROFESSIONAL IMAGE BLUEPRINT

Building trust before you ever stamp a document

Professionalism is not about looking important. It is about making your clients feel important.

1 YOUR PROFESSIONAL PRESENCE

What clients should feel when you arrive

YOUR IMAGE SHOULD COMMUNICATE

- ✓ Trust
- ✓ Competence
- ✓ Reliability
- ✓ Confidence
- ✓ Respect for the client and the appointment

REMEMBER

Clients often invite you into homes, hospitals, care facilities, offices, and deeply personal moments. Your appearance and behavior should help them feel safe, respected, and confident that they called the right person.

2 DRESS FOR THE WORK

Professional does not have to mean formal

A PROFESSIONAL CHOICE

- ✓ Clean, neat business-casual clothing
- ✓ Comfortable, polished shoes suitable for mobile work
- ✓ Good personal hygiene
- ✓ Simple accessories that do not distract
- ✓ Clothing appropriate for the setting and weather

BEST TO AVOID

- ✗ Wrinkled, stained, or overly casual clothing
- ✗ Offensive slogans or graphics
- ✗ Overpowering perfume or cologne
- ✗ Anything that makes movement difficult or looks unsafe
- ✗ An appearance that suggests you just rushed in from another activity

3 BE DEPENDABLE

Your arrival is part of the service

BE ON TIME

Plan your route, allow for traffic, and arrive when promised.

COMMUNICATE DELAYS

If you are running behind, call or text with an honest updated arrival time.

CONFIRM DETAILS

Confirm the address, signer name, document needs, fee, and payment method before leaving.

YOUR IMAGE CONTINUES ONLINE

Every public touchpoint should tell the same professional story.

4 COMMUNICATE LIKE A PROFESSIONAL

Every call, text, and email becomes part of your reputation

ANSWER CLEARLY State your business name and your name.	RETURN MESSAGES Even a short response is better than silence.	USE COMPLETE DETAILS Confirm time, location, fee, ID requirements, and payment.
STAY CALM Do not argue, gossip, or speak poorly about another notary.	RESPECT PRIVACY Never discuss a client, document, or appointment publicly.	FOLLOW THROUGH Do what you said you would do, when you said you would do it.

5 USE A PROFESSIONAL HEADSHOT

A profile photo is part of your first impression

USE

- ✓ A professional headshot when possible
- ✓ A well-lit portrait taken by someone else
- ✓ A clean, uncluttered background
- ✓ Current clothing and appearance
- ✓ The same recognizable photo across your website and profiles

AVOID

- ✗ Car or bathroom selfies
- ✗ Heavy filters or novelty effects
- ✗ Cropped group or vacation photos
- ✗ Photos that are dark, blurry, or outdated
- ✗ Anything you would not place on a professional introduction

6 KEEP THE BRAND CONSISTENT

Make it easy for clients to recognize you

Use the same business name, logo, colors, phone number, email address, and overall tone across your business cards, website, Google Business Profile, social media, invoices, and booking materials.

STEPHANIE'S PERSPECTIVE

One of the greatest compliments a client can give you is not that you were the cheapest or the fastest. It is that your presence made them feel calm, respected, and certain that everything would be handled professionally.

Every interaction is marketing. Every appointment is an opportunity to build trust.