

In 2017, Jen began her career as a Notary Public focusing on loan signings after spending a decade working various positions in mortgage operations. Sales was not something she was particularly interested in, but Jen soon realized if she wanted to grow her business, she would need to develop relationships with local title offices. Jen wrote down all the mistakes she made marketing her mobile notary business, Neitzel Notary, LLC and from those notes a pattern emerged that got her noticed by Escrow Officers around her hometown of Dallas/Fort Worth, TX. Working with an advisory board of local title officers, Jen developed the 5 Point Marketing System and launched [Marketing4Notaries](#) (formerly called Signing Agent Marketing) in July of 2019 to share what she'd learned with other notary professionals around the country. She knew if it worked for her, it would work for other notaries. Her no-nonsense approach is rooted in transformative relationships, integrity and good, old-fashioned marketing strategies. In fact, the 5 Point Marketing System can work for you no matter what type of notary work you do including specialty (often called general) notary work. Everyone and every business needs a Notary Public at one time or another, and [Marketing4Notaries](#) is here to teach you how to be the preferred notary in your town!

As Jen's influence within the notary community flourished, so did her role as a guiding voice. Invitations to prestigious notary events from coast to coast poured in, each one affording her the opportunity to impart the wisdom of building authentic relationships. Her dedication to elevating the notary profession by teaching notary entrepreneurs how to move from a transactional to a transformative mindset became a cornerstone of her speaking engagements, leaving an indelible mark on eager notaries nationwide.

In 2021, Jen partnered with [The Notary Coach](#), Bill Soroka and [Coach Me Laura's](#) Laura Biewer to create the advanced notary mastermind, [Notary Business Builder](#). This program gives notaries the high-level training and support needed to grow their businesses. If you're a notary looking for laser coaching and direct access to the country's top notary influencers, check out [Notary Business Builder](#). It's a safe, encouraging community that provides notaries with everything they need to be successful no matter what the economy is doing.

In their most recent collaboration, Bill, Laura and Jen responded to the challenges faced by notaries amidst rising mortgage interest rates. This led to the highly acclaimed [Trust Delivery Agent Training and Certification](#). This comprehensive program, created with an attorney advisory board, provides notaries with the knowledge and skills necessary to work directly with the estate planning community, providing notaries with an additional (and lucrative) income stream.