



Jen Neitzel

817-501-4801

Jen@Marketing4Notaries.com

In 2017, Jen began her full-time 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.



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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 high-level training, support and technology facilitated by the country's top notary experts. If you're a notary looking for a one-stop-shop for everything you need to succeed, check out Notary Business Builder. It's a safe, encouraging community that provides notaries a roadmap to thrive no matter what the economy is doing.

In the summer of 2023, 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.

Bill, Laura and Jen came together again to highlight an often underserved community and launched The Cannabis Friendly Notary certification at the National Notary Conference in Orlando, FL in May, 2024. The program teaches how to move past the judgment that can accompany cannabis to provide notarial services to the cannabis supply chain and cannabis user.