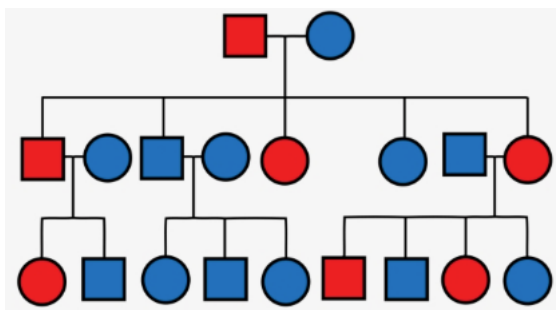


Self-Marketing/Re-Framing in Genealogy

<https://www.merriam-webster.com/thesaurus/framing#thesaurus-entry-2-4> - framing as in planning!

Concept - What is our genealogical goal over time - place contacts in trees!?

1. In the beginning - Build a Tree - usually a solitary adventure initially.....



2. Then maybe we test our DNA - and look at the ethnicity, and maybe some matches.....

3. We scratch, claw, grapple to get the info, but we still have questions, gaps, brick walls.



4. At some point our research - genealogical and or genetic - involves **other people**.

Voila Marketing / Framing may become involved.....



As soon as you need to make contact with another human being regarding genealogy (or anything else for that matter), you involve marketing or perhaps more accurately “self-marketing” or “framing,” how you present yourself to others.....

Unmarketed / Framed | Marketed / Re-framed



What is Genealogy Marketing/Framing?

**The ANSWER to every question you ask
about GENEALOGY begins with the
QUESTION.....**



IT DEPENDS?



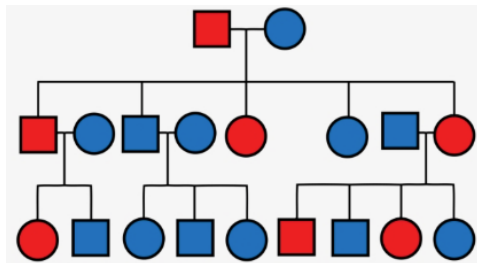
Self-Marketing/Re-Framing?

the process of promoting a person in another way...

Genealogy Marketing - What is it?

the process of promoting a person for genealogical purposes

Is the information “I” am providing helping the person who finds me to move their genealogical research forward in an “easy” and logical way?



And/Or



Is the information “they” are providing, helpful to ME in moving my genealogical research forward in an easy and logical way?

What are the some elements of Genealogy Marketing?

- Name - Full name, nickname, fake name
- Genealogical name(s)
- Place - location
- Contact info for genealogy: email, phone
- Personal profile: on-site or on-line link(s)
- Tree location or link(s)
- How well sources/complete is the tree(s)
- DNA info and link(s)
- Is all information that can be provided through the website available?
- Ancestral Surname(s)/Places of interest
- Website(s) where found.....credentials(?!)
- Finally - "are all the tees crossed and izes dotted" to your satisfaction

Are you providing these elements to your contacts?

Basic question for any/all person(s) I am researching:

"Are "they, he, she, it, etc" helping me or NOT?"

Unmarketed / Framed

Marketed / Reframed



Pr

ismε

search13@yε

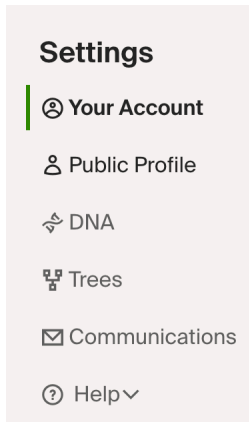


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Resources for preparation: Any/All may need to be re-marketed/reframed!

Ancestry. Com Account

- Editing Your Public Profile
- Your Ancestry Account Settings - read the link. Have you reviewed all info?



- **Manage your information and privacy on Ancestry** - *must sign in to Ancestry account to see active links!!*
 - [Your Profile](#)
 - [Your Account Options](#)
 - [Your Site Preferences](#)
 - [Your Email Preferences](#)
 - [Your Test Preferences](#)
 - [Your Alerts](#)
 - [Your Family Trees Settings](#)
 - [Nevada Residents Opt-Out](#)
 - [CCPA Authorized Agent Request](#)
- **Family Tree Privacy**
- **Sharing a Family Tree**

Ancestry DNA Account Settings

- **Sharing AncestryDNA® Results**
- **Assigning a Manager to Your AncestryDNA® Test**
- **Other: Search Results for: "dna settings"** FAQ if info you might need.