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Current List of Presentations—2023

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Sharing Our Family Stories	<p>Turn Family History Facts into Stories You Can Share</p> <p>Get Organized to Write Your Family Stories</p> <p>How to Blog Your Family Stories the Easy Way</p> <p>Writing for Genealogy Magazines and Journals</p>

Migration	<p>Following Migrating Ancestors: Three Case Studies</p> <p>The Erie Canal and the Opening of the Midwest</p> <p>Exodusters: The Exodus of Freedmen to Kansas in the 1870s</p> <p>The National Road: America's First Federal Highway</p> <p>Border—What Border? Our Ancestors Who Called Both Canada and the USA Home</p> <p>Before Roads and Rails: Waterways to the Midwest</p> <p>Colonial American Migration Routes and Modes of Travel</p> <p>Ancestors on the Move: Migration from Farms to Cities, 1870–1920</p> <p> Three Generations, Seven Migrations: Following the Boones from Massachusetts to Illinois</p>
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Canadian Research	<p>Digging Deeper into the Ontario Collections on Ancestry</p> <p>Border—What Border? Our Ancestors Who Called Both Canada and the USA Home</p>
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Bio: Annette Burke Lyttle owns Heritage Detective, LLC, providing professional genealogical services in research, education, and writing. She speaks on a variety of genealogical topics at the international, national, state, and local levels and loves helping people uncover and share their family stories. She is coordinator of the Intermediate Foundations course and the Writing the Stories of Our Ancestors course for the Salt Lake Institute of Genealogy. Annette leads Best Practices Study Groups for a number of organizations, providing in-depth education on the genealogical research process in an interactive setting. She is president of the Association of Professional Genealogists and editor of *The Florida Genealogist*.

WORKSHOP DESCRIPTIONS

Finding Your Roots with Sound Research – four two-hour sessions over eight weeks

Learn how to follow a structured genealogy research process that will set you up for success in finding your ancestors. This workshop helps family history researchers stay organized through a research project and avoid brick walls. Through a combination of lecture, small and large group discussion, and homework, this workshop sets you on the road to successfully finding your roots.

Best Practices Study Group – nine two-hour sessions over nine months

Dive deeply into the genealogy research process in this study group and learn the techniques and methods for putting the genealogical research process to work for you. We will learn about and practice sound research skills that will lead to proven conclusions about your ancestors. Each participant works on his or her own research project over the course of the study group to gain immediate practice in the skills being taught. A combination of lecture and small and large group discussion will allow you to learn and share.

Write Your Family Stories – six two-hour sessions over twelve weeks

Writing the stories of our ancestors to share with family and other genealogists can seem like an impossible task. Learn how to set yourself up for success as a family storyteller by working on one story at a time. Pretty soon you may have blog or email posts to share, and maybe even that book you've been dreaming of writing. We'll explore getting organized to write, writing manageable "small bites," and the many ways to share your research with family members who will welcome it.

PRESENTATION DESCRIPTIONS

Research Methods

Genealogical Proof for the Everyday Genealogist

How do we know if the facts we've uncovered about our ancestors are correct? How do we avoid attaching somebody else's ancestors to our family tree? The Genealogical Proof Standard (GPS) is our guide to producing reliable research results. This introduction to the Genealogical Proof Standard will get your research moving in the right direction and help you avoid errors and frustration.

Timelines: A Path to Your Next Research Steps

So you've done all this research—now what? How do you figure out what you have and what to look for next? Organizing research results so we can determine the accuracy and reliability of evidence is a perennial problem for genealogists. Timelines are a powerful tool, allowing us to see relationships between information items, enabling us to draw conclusions and see what research remains to be done. They can help us turn seemingly impossible research projects into manageable ones.

How Research Plans Can Up Your Genealogical Game

Research is more effective and productive if we make a plan before we dive in. Without planning, we run the risk of overlooking or misunderstanding important records. Learn the steps and techniques of research planning that will save time and frustration and can even help break down brick walls.

Citations: Not as Scary as You Think

Citing our sources as we research is an important part of good research practices. It also saves us time and frustration. Many family historians find citations intimidating and confusing, but they don't have to be. Learn how to feel confident that you can cite sources without fear.

Writing Up Our Research Findings

When we finish a research project, it's important that we don't forget the final step of the Genealogical Proof Standard: "a soundly reasoned, coherently written conclusion based on the strongest evidence available." These written conclusions allow us to share our work with others, come back to a project later when we're ready to do more research on that individual or family, and—most important—to make sure we really have proved our conclusion. Learn how to write clear and convincing proofs that capture your research findings.

Find Our Ancestors by Researching the Neighbors

Neighborhood, cluster, or FAN (family, associates, and neighbors) research can often be the key to breaking through brick walls. When records left by our ancestors don't tell their story, we look for the records of the people around them because our ancestors can appear in their records. The records of neighbors can also suggest new places for us to look for records created by our ancestors. Learn how to use this powerful method for advancing our research.

Records

Bounty Land: It's Complicated

Bounty land was offered as compensation for soldiers who fought in the Revolution, the War of 1812, and the Mexican-American War, but obtaining their land was not a simple matter. Some veterans settled on their land, but many sold their grants to others. As a result, many people who weren't veterans ended up with these lands. Learn about the laws that governed bounty land, all the people who got involved, and where to find the records.

Probate Records: Wills and a Whole Lot More

Probate records can be some of the richest genealogical resources. Yes, they can contain wills, but often the best information comes from the other records in the packets—and our ancestors didn't even have to die to make an appearance in a probate action. Learn about how to find probate records online and mine them for genealogical gems.

Researching in Federal Land Records

Federal public land came into the private ownership in a variety of ways, from cash sales to preemption to homesteading. Federal land was also granted to railroads and states, who then sold

it to private individuals. We will look at how to find the records of these transfers and how to ensure we're looking in the right place for records for our ancestors' land acquisition.

Federal Land Law: Who Should Get the Land?

Over the history of the United States, almost 2 billion acres of land have been in Federal ownership at one time or another. Congress passed over 3,000 laws regarding the disposition of public lands. These laws not only help us understand the rules and records associated with the public lands our ancestors acquired, they show us how the government's attitude about public lands changed over time.

Maps Galore: Finding and Using Online Maps from the Library of Congress

Maps are important resources for our genealogical research. They can place our ancestors on particular ground at a particular time and give us clues about how they lived and worked. Maps can help us understand who their neighbors were and how far they had to travel for goods, services, and activities. They can allow us to go and stand on their land or in front of their houses. And maps can help us understand migration and also whether a new record we uncover really belongs to our ancestor. The Library of Congress has over 435,000 maps, of which 56,350 are currently available online. Learn what this treasure trove contains and how to find maps useful for your research.

Using Published Books and Articles for Genealogy Research

While authored works are less reliable than original sources, they can still be full of information about our ancestors that we can use as jumping off points for our research. We're going to look at the many varieties of authored works we can use for our research and some of the wonders we can find in them. We will look at how we evaluate authored works for reliability and accuracy, just as we would evaluate any source. We'll look at many of the types of useful works out there and how to find them using citations, bibliographies, card catalogs, and websites for online books and articles.

Tax Records: More Exciting Than You Might Think

Tax records can help us locate our ancestors in place and time. They can tie our ancestors to land or confirm for us that an ancestor did not own land. They can help us follow ancestral migrations and separate same-named persons. Sometimes they can help us pinpoint a death date or timeframe. Tax records can act as censuses between the censuses. The variety of taxes levied by governments at all levels has left a rich record of our ancestors' lives and their sometimes-changing fortunes.

Resources

Find Your Family History in Free Online Newspapers

Newspapers can be a bonanza for genealogical information and family stories, but accessing them can often be costly or require travel. Learn how to find free online newspaper archives, both U. S. and international, that can advance your research and help you flesh out your family stories.

Dive Deeper into FamilySearch

FamilySearch has millions of records. Putting a name in the search form only gets you a small percentage of their indexed records. Beyond that, they have unindexed collections and other digital materials that will never show up in a general search. Learn how to dive deeply into FamilySearch's record collections and come up with amazing finds.

Finding and Using Digitized Manuscript Collections for Genealogical Research

Manuscript collections can contain genealogical gems. Letters, diaries, photographs, histories, and many more information-packed wonders reside in repositories around the world. Many repositories are digitizing parts of their collections and making them available online, so we don't have to visit the repository to access the information we're looking for, but finding these collections can still be a challenge. Learn how to search for online collections, use finding aids to determine their usefulness for our research, and locate amazing records.

Doing a Deep Dive in Ancestry's Collections

Filling out a search form on Ancestry only returns a small percentage of the millions of records available on the site. Learn how to search on Ancestry so you can find all records your ancestor may be mentioned in.

Prospecting for Family History in Unexpected Places

Many records of genealogical value are hiding in places we might not think to look for them. How do we discover those hiding places? Like a prospector searching for the mother lode, we can employ a search strategy to help us uncover a gold mine of information in unexpected places.

Using Digitized Books to Advance Our Research

While authored works are less reliable than original sources, they can still be full of clues about our ancestors we may not find anywhere else. Books can lead us to original sources we might not even have known existed, and online searches can lead us to digitized books we didn't know existed, either. Learn how to use these amazing resources to advance our research.

Getting Started in Genealogy

Intro to Genealogy: Let's Find Some Ancestors

We do genealogical research in order to establish the identities of our ancestors and their relationships to others in our family tree. In order to do that, we gather information about their births, deaths, and marriages, as well as other information that places them in a particular place at a particular time and that fills in the stories of their lives. Researching our family history begins very simply and quickly becomes complex. Learn a plan of attack for getting started with finding our ancestors.

Working with a Professional

Why, When, Where, How, and Who: Hiring a Professional to Help with Your Research

Sometimes we just can't do it ourselves—we need help to break through brick walls, find elusive

records, or determine our next research steps. Professional genealogists can help with all that and more: helping organize your genealogy, writing or editing your family stories, or interpreting your DNA results. Learn why, when, and where you might need a professional, how to find one, and how to determine if that person is the right pro for you.

Genealogical Education

Free Online Genealogical Education

Ongoing education is critical for our success as genealogists. There's just too much to learn for us ever to say we're done with our educations. Fortunately for our budgets, we have many wonderful online choices that don't cost us anything but a little of our time. In this presentation, we'll cover free webinars, hangouts, podcasts and videos that can sharpen our skills and broaden our horizons.

Your Education Plan for Going Pro

How do you prepare to become a professional genealogist? What are the best education programs to give you the biggest bang for your buck and to prepare you to take clients and run your own genealogy business. Learn to put together an education plan that will get you to your goals as efficiently and effectively as possible.

Reconstructing Our Family Stories

Chasing Uncle William Through the Wilds of Cyberspace

Our ancestors should be more alive to us than names and dates on a chart. Follow the amazing life of William Crout, Civil War veteran, hotel owner, rancher, and local character, and learn how it's possible to reconstruct life stories in surprising detail with resources available online. Along the way, we'll talk about some sound research methods.

Reconstructing the Lives of Our Farming Ancestors

It's a rare family tree that doesn't contain at least some farm families, since until the latter part of the 19th century farmers made up a majority of workers in America. It may be hard for us to envision what daily life was like for our farming ancestors as we try to recover their stories, and we may be tempted to say our ancestors were "just farmers." But farm families were remarkable people. Learn how genealogical records and social history resources can help us reconstruct the life stories of our farming ancestors.

What is Social History and Why Should a Genealogist Care?

Social history is the history of ordinary people and how they lived their daily lives. It seeks to fill in the rich details of the past. Learn how social history can both improve your research skills and help you better understand and tell the stories of your ancestors' lives.

How Advertising Brought Our Ancestors to the Midwest

Business owners, land speculators, and communities wishing to grow all turned to various forms of advertising to entice people to migrate to the Midwestern territories and states. This presentation will examine how newspaper advertising, pamphlets, gazetteers, and books were aimed at prospective migrants from the eastern parts of the U.S. and prospective immigrants from Europe to get them to come and work, buy land, and settle in these sparsely-populated frontier

areas. We'll look at what kinds of messages these ads used in order to make hard work and pioneer living seem attractive.

Reconstructing the Lives of Our Blacksmithing Ancestors

For centuries blacksmiths, who worked with iron and other metals, were indispensable community members. They made a huge variety of products, from swords and armor to cooking pots and hinges, from nails, tools, and farm implements to horseshoes, wagon axles, and fire tongs. Every community in used to have its own blacksmith. Learn what life was like for our ancestors who followed this trade.

“Use Lots More Apples”: Vintage Cookbooks as Genealogical Sources

Vintage cookbooks can be an excellent source of genealogical information and social history that can fill in and add depth to the lives of our ancestors, especially our women ancestors. Learn how to find and use these fascinating resources.

How Settlers Guides Can Help Us Understand Our Ancestors’ Lives

Guidebooks written to persuade and assist settlers to migrate to sparsely-populated areas contain a treasure trove of information about the details of everyday life for our ancestors. Find out where to locate these amazing resources and how they can help reconstruct our ancestors’ stories.

Sharing Our Family Stories

Turn Family History Facts into Stories You Can Share

You’ve uncovered lots of wonderful facts about your ancestors and you want to share them with your family, but pedigree charts put them to sleep. You need to turn those facts into stories. Does the idea of trying to tell the stories of your ancestors seem like too big a job? Two simple principles can get you started writing your family stories: look at what the facts imply and “take small bites.” This presentation will introduce a four-step process for putting those principles into action, allowing you to share your family stories with ease.

Get Organized to Write Your Family Stories

Sharing our family stories with others is critical, so those stories don’t get lost. But it can be very daunting to know how to get started. Learn some ways to organize your space, your time, your ideas, and your research results that will make it easier for you to write them up.

How to Blog Your Family Stories the Easy Way

We have so many stories that could be lost forever if we don’t share them. But writing these stories can seem like an overwhelming task. How do we even start? Learn how to share these stories with family and friends the easy way, by blogging them in manageable chunks. We’ll look at both how to write and how to blog, including examining different blogging platforms.

Writing for Genealogy Magazines and Journals

Publishing our family stories in genealogy magazines and journals is one way to make sure our stories are shared and our research is available to others. Learn about the kinds of magazines and journals that exist, what they look for, and how to write a submission that will get published.

Migration

Following Migrating Ancestors: Three Case Studies

Migrating ancestors can be difficult to follow as they move from place to place. Three case studies will show techniques and records you can use to make it easier to follow their paths. The case studies involve a colonial migration from Pennsylvania to Virginia, a move from Vermont to New York to Illinois in the early 19th century, and a move from Illinois to Nebraska to homestead in the later 19th century. Learn methods and sources that will help you follow your ancestors wherever and whenever they moved.

The Erie Canal and the Opening of the Midwest

The Erie Canal revolutionized 19th-century travel and offered our ancestors a high-speed route from the eastern United States to the Midwest. It made settlement of the Old Northwest Territories economically possible by providing an efficient means of exporting agricultural products to the markets and ports of the east. But it was also one of the most challenging and fascinating projects ever undertaken in America.

Exodusters: The Exodus of Freedmen to Kansas in the 1870s

The South was not an easy place for Freedmen after the Civil War, and many moved to homesteading colonies in Kansas for a new start. Learn about this important chapter in the history of Kansas and of African Americans.

The National Road: America's First Federal Highway

Built between 1811 and 1837, the National Road was the first federally-funded highway in America. Extending from Maryland to the frontier of Illinois, this migration route allowed thousands of people to settle in the Midwest.

Border—What Border? Our Ancestors Who Called Both Canada and the USA Home

Movement from the United States to Canada was unrestricted and unrecorded until April 1908. The U.S. began recording the entry of Canadians along its northern border in 1894. Before that, many thousands of people lived cross-border lives, without visas, work permits, passports, or immigration records. Learn how to find these elusive ancestors.

Before Roads and Rails: Waterways to the Midwest

Before improved roads and the advent of the railroads, travel by water was the easiest and fastest way to the newly-opened territories of the midwestern United States. Our ancestors traveled on waterways, worked on them, and lived by them. Learn how to reconstruct the stories of their travel and livelihood.

Colonial American Migration Routes and Modes of Travel

When our Colonial ancestors arrived on the shores of North America in the 1600s and 1700s, many of them very quickly began migrating west. They followed rivers and created roads into the wilderness to found new settlements on the frontier. Learn about where they traveled and how they got there, as well as how to uncover the stories of their lives.

Ancestors on the Move: Migration from Farms to Cities, 1870–1920

The 1870 census was the first time farmers fell below 50% of American wage earners. Even then, they were still close, at 47.7%. By 1920, farmers were less than one third of the American population. Between 1870 and 1920, 11 million Americans migrated to cities. Learn about the events that spurred this migration and changed our ancestors from rural to urban dwellers and how to reconstruct their stories.

Three Generations, Seven Migrations: Following the Boones from Massachusetts to Illinois

Some families just can't stay in one place, and that's the story with Revolutionary War veteran Francis Boon and his son and grandson. Following multiple migrations can be difficult, but in this extended case study, we will look at the many kinds of records we can use to follow our migrating ancestors from place to place and reconstruct the stories of their lives.

Quakers

Our Quaker Ancestors: Their History and the Records They Left

Quakers were among the earliest settlers in North America and as they moved west, they were often the earliest settlers in newly-opened territory. Quakers were amazing record-keepers. Not only did they record births, marriages, and deaths, they kept extensive records on those who came into their local meetings and those who left. Transgressions by members of the community were publicly discussed and recorded, and as they came to believe that slavery was evil their records on Quakers who kept slaves became extensive. Learn about the history of these pioneering Americans and how to find the rich records they left behind.

Slavery, Quakers, and the Underground Railroad

Quakers' relationship with slavery evolved. Early Quakers owned slaves, but later Quakers came to feel that slavery was incompatible with their beliefs and worked to overthrow slavery. Many took the radical step of actively helping enslaved people escape to freedom in Canada by participating in the Underground Railroad. Some even helped finance life for those who escaped. Learn about this fascinating chapter in American history.

Quaker Resources in the Family History Library and Other Archives

The Family History Library in Salt Lake City has hundreds of resources for Quaker research, some of which have been digitized. In addition, a number of archives at Quaker institutions of higher learning contain sizable collections of Quaker resources. The Friends Historical Library at Swarthmore College, the Quaker Archives at Guilford College, the Friends Collection at Earlham College, and many more offer major opportunities to learn about our Quaker ancestors. Learn how to find and use these resources to further your research.

History of Quakerism – Testimonies and Beliefs

The Religious Society of Friends was inspired by George Fox in northern England during a chaotic period of the mid-1600s. The religion rejected many norms of the established Church of England. Its rejection of priests and sacraments and adoption of a theology of the 'Inner Light' threatened British society. Many Quakers were persecuted for their faith and as a result sought sanctuary in

North America. This lecture highlights key historical events of the Friends, its leaders, and the evolution of their belief system.

Quaker Women's Meetings and their Records

Up until about 1880, Quakers held separate Men's and Women's Monthly Meetings. The women's meetings approved marriages, along with the men's meetings, and disciplined women members of the community. The meetings were also a source of empowerment for Quaker women. The records of women's meetings reveal wonderful details about the life of Quaker communities and the actions of our ancestors. They also reveal information about the status of individual Quaker women in the community.

New England Quaker Records

The story of Quakers in New England is not a happy one. When Quaker missionaries Mary Fisher and Ann Austin arrived in the Massachusetts Bay Colony, a groundswell of religious persecution followed. After imprisoning the women, the colony sent them back on the ship they'd arrived on. Massachusetts and Connecticut banned Quakers from settling in their colonies and hanged those who dared to return after being banished. Rhode Island became their oasis until King Charles II halted the persecution. Missionary work continued throughout New England which resulted in many conversions. This lecture will explore the history of the 'Yankee Quaker' and the records of the New England Yearly Meeting (America's first yearly meeting).

Following a Quaker Family – New Jersey to Iowa the Long Way Around

Successful Quaker research requires a familiarity with typical Quaker migration routes, and no two Quaker migration events are the same. This was true for the Hunt family of Burlington County, New Jersey. Once they began to move, they covered a lot of ground. Follow them from New Jersey to Virginia, Western Pennsylvania, and on to Ohio, then moving again to Indiana, Illinois, and Iowa. This case study will also identify when and where the family ceased to be members of the Society of Friends.

Researching Our Irish Quakers

The Religious Society of Friends, which is the official name for Quakers, was brought to Ireland in 1654 by English Quaker missionaries. William Edmundson, a former soldier in Cromwell's army, settled in Lurgan, in County Armagh, and became a shopkeeper and Quaker preacher. The first Quaker meeting in Ireland was held there in 1654. It's estimated there were about 6,000 Quakers in Ireland in the 17th century. In the first half of the 18th century, about 2,000 Quakers emigrated from Ireland to America. Learn about the history and beliefs of our Irish Quaker ancestors and how to find them in the records.

Researching Welsh Quakers in Colonial Pennsylvania

Most of the early Welsh settlers in Pennsylvania were Quakers who had been persecuted for their religion in their home country and sought both religious freedom and economic opportunity in the new colony. Quakers in these early days were generally successful farmers, merchants, and skilled craftsmen, and the Welsh Quakers who immigrated at this time were also interested in forming communities where they could maintain their language and customs. Learn about the history of these Colonial settlers and how to find them in the records.

African American Research

Introduction to African American Research

Learning to research African American ancestors is a two-part project. First we learn sound principles for genealogical research, and second we learn the special skills and knowledge necessary for finding ancestors of African descent. This presentation will introduce the principles of genealogical research and discuss records we can start using to reconstruct ancestral lives.

Intermediate African American Research

This presentation focuses on finding ancestors in Reconstruction-era records and Civil War military records, as well as records that help identify the last slave holder, which is key to being able to research enslaved ancestors. Learn how to assemble evidence from a number of sources to identify ancestors and provide a firm basis for further research.

Exodusters: The Exodus of Freedmen to Kansas in the 1870s

The South was not an easy place for Freedmen after the Civil War, and many moved to homesteading colonies in Kansas for a new start. Learn about this important chapter in the history of Kansas and of African Americans.

Military Research

Beyond the Records – Putting Flesh on the Bones of Your Civil War Ancestor

Over three million Americans were in uniform during the Civil War. It's becoming easier to find the facts of our ancestors' service, but how do we reconstruct their experiences? This presentation will show you how to fill in the blanks between the facts, allowing you to tell your ancestors' stories.

What Did You Do in the War, Granny? Women in the Army in World War II

Over 150,000 women served in the Army in World War II. Women's military service in this time period helped change expectations and perceptions about women's role outside the home. Learn about their pioneering wartime service and how to find records for the women in your family who served.

Finding the Stories of Military Women in World War I

Thousands of women served in and with the United States military in the Great War. Learn how to uncover their stories in official records and other resources.

Research in States or Regions

Miners, Cattlemen, Merchants, and More: Finding Colorado Immigrants and Settlers

Colorado was settled by people from a wide variety of backgrounds, and if you have ancestors who lived in Colorado there are a number of online and repository resources for finding the records they left and learning about their lives in the Centennial State. Presentation includes some colorful case studies.

Miners, Lumbermen, Farmers, and More: Finding Your Michigan Roots

Michigan was settled by people from a wide variety of backgrounds, and if you have ancestors who lived in Michigan there are a number of online and repository resources for finding the records they left and learning about their lives in the Wolverine State. Information applicable to other Midwestern areas.

French Canadian Settlements in the Midwestern U.S.

French Canadians have inhabited the Midwestern United States since the late 17th century, and major immigration waves from French Canada came to the Midwest in the 19th century. Many of these immigrants sought to maintain their language and customs by settling together in communities. This presentation will explore the history of these communities and how to find the stories of ancestors who lived there.

Canadian Research

Digging Deeper into the Ontario Collections on Ancestry

Ancestry has over 200 collections of records for the province of Ontario, but putting an ancestor's name into a search form only skims the surface of these collections. Learn how to dig deeper into Ancestry's resources to uncover genealogical gold mines.

Border—What Border? Our Ancestors Who Called Both Canada and the USA Home

Movement from the United States to Canada was unrestricted and unrecorded until April 1908. The U.S. began recording the entry of Canadians along its northern border in 1894. Before that, many thousands of people lived cross-border lives, without visas, work permits, passports, or immigration records. Learn how to find these elusive ancestors.

For Genealogy Professionals (and those who aspire to be)

The Business of Genealogical Speaking

Busy speakers monitor a mountain of information that makes up the “back room” of a speaking operation. We will cover finding and responding to requests for proposals; finding local speaking gigs; staying on top of requests for our speaking services; keeping track of the status of proposals; managing information so we meet deadlines, show up at the right place and time with the right equipment, and present ourselves as capable professionals; setting fees and charging for expenses, and developing fresh topics that will keep the demand up for our presentations.

What is Soft Marketing and Why Should We Care?

We tend to think of marketing in terms of so-called “hard” marketing activities that use sales messages to put our services in front of potential clients, and those activities are important for our businesses. But “soft” marketing is important, too, especially when we're hoping to reach potential clients who have become resistant to sales messages. Soft marketing takes a longer view and involves a mindful approach to activities that can place us before the public in ways that don't involve a sales message. Learn how to harness the power of soft marketing for your business.

Client Communication: It Can Keep Us Out of Trouble

When we take on a client project, we must manage more than the work. Satisfying a client involves not just providing an excellent product. Establishing and maintaining a satisfactory relationship with a client requires making client communication a priority. This lecture will discuss how a communication plan that manages client expectations, explains how the work will progress, helps the client understand why a 20-hour project can't be done in a week, and provides regular updates gives clients confidence that hiring us was a good decision and should result in referrals and additional projects.

Writing for Genealogical Magazines and Journals

Taking a genealogical article from idea to publication involves a number of steps. Learn how to set yourself up for success as a writer for genealogy magazines and journals.