

Create Your Professional Introduction
Post or VideoFor Professional Genealogists

Help people understand who you are, what kind of genealogy work you do, and how they can connect with you. Your introduction can be warm and personal while staying clear about your professional focus.

You don't need to list every credential or service. Choose the details that are most useful to the people you hope to reach.

1. Decide where and with whom you'll share

Where might you share your introduction?

- On my professional social media profile
- In a genealogy group or community
- On my website or blog
- In a newsletter
- As a short video
- Somewhere else: _____

Who do you hope will see it?

- Potential clients
- Fellow genealogists
- Societies and organizations
- Libraries, archives, or other partners
- Event organizers, editors, or publishers
- Students or people learning genealogy
- Other: _____

What would you like them to do?

- Learn about my services
- Visit my website or professional profile
- Contact me about a potential project
- Invite me to speak or teach
- Connect with me professionally
- Follow my educational content
- Other: _____

2**. Choose what you'd like to share**

Check any points you want to include:

- My name and professional role
- The kinds of genealogy work I do
- My specialties, regions, or record types
- The people or organizations I work with
- What I enjoy about genealogy
- A little about my professional background or training
- A current project, publication, talk, or area of interest
- How someone can learn more or get in touch
- Something else: _____

What would you prefer not to include in this introduction?

3. Plan your introduction

Use these prompts to shape a few sentences:

My name and professional role:

The genealogy work or specialties I focus on:

The people or organizations I help:

What I hope people will understand about my approach:

A useful next step for someone interested in my work:

Simple post outline

1. Introduce yourself: Share your name and professional role.
2. Explain your focus: Describe your specialties or the work you do in plain language.
3. Say who you help: Name the kinds of people or organizations you work with.
4. Invite a next step: Point readers to your services, website, content, or professional contact information.

4. If you're making a short video

A brief, direct video is enough. Aim for about 30–60 seconds.

- Choose a quiet place with good light.
- Put the camera at a comfortable height.
- Speak as if introducing yourself to one person.
- Keep to a few main points rather than reading a long script.
- Add captions if the platform allows.
- Check the background for client materials or private information.
- Review the video before posting to confirm names and details are accurate.

Video speaking notes

Opening: "Hi, I'm _____, a professional genealogist who _____."

My specialties or work:

Who I help:

Next step: "You can learn more or connect with me at _____."

5. Add an image, if you want

Possible choices:

- A current professional photo
- A simple graphic with your name and specialty
- A photo of a public speaking or teaching setting
- A relevant, properly credited image
- No image—text or video alone is enough

Avoid showing client records, private correspondence, or identifying details unless you have permission and have considered confidentiality.

6. Review before sharing

- My introduction is clear to someone unfamiliar with my work.
- I've described my specialties and services accurately.
- I've used plain language and avoided unexplained jargon.
- I haven't included confidential client information.
- Any credentials, outcomes, or claims are accurate and appropriate to share.
- My contact link or next step works.
- The post fits the platform and audience.
- If it's a video, I've checked the sound and captions.

7. Draft your introduction

Write your post or speaking notes here:

8. After you share

- Check for questions or professional connections when convenient.
- Reply in a way that fits your availability and boundaries.
- Direct project inquiries to your usual contact or consultation process.
- Note what people seemed to find clear or useful.
- Consider adapting the introduction for your website, newsletter, or speaker bio.

Your introduction should make it easy for the right people to understand your work and decide how to connect. Keep it accurate, welcoming, and comfortable to maintain.