

# Mind Mapping\* for Marketers & Writers

**Mind Mapping, a technique used around the world for enhanced mental performance, is easier to use and more powerful than ever. It's not just for "creative thinkers," but anyone who wants to accomplish more in less time.**

By Roger C. Parker

## My top uses for Mind Mapping

- 1 Preparing questions for weekly teleseminars
- 2 Preparing client yearly editorial calendars for monthly newsletters
- 3 Creating daily and weekly "to do" lists
- 4 Scheduling seminars and teleclasses
- 5 Choosing topics for blog posts
- 6 Planning client phone calls and meetings
- 7 Preparing course outlines and proposals

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## Special Report

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The Newsletter on Newsletters

Mind Mapping, popularized by Tony Buzan, [www.buzan.org](http://www.buzan.org), has been around for over 25 years. It's growing in popularity because new software, like Mindjet's MindManager, permit you to map on a wide variety of computers, including laptops and tablet computers.

Mind Maps help you efficiently manage and learn from information—by yourself or with others. Mind Maps inspire you to *plan before you act*—as you analyze data, identify and evaluate options, share ideas, and assign tasks—so you can respond in the most appropriate way.

## What's involved?

Start by typing the title of your project in the center of a new map. Press Enter, and type the first idea that comes to you. This becomes the first topic, connected to the title. Press Enter once again, and type another idea. Continue until you've added all your ideas.

When finished, review and organize your work. Move topics by clicking and dragging them.

Next, experiment with different views. You can view the overall project, or zoom in just part. A book's table of contents, for example, shows each chapter's title in the context of the titles of the other chapters. (Figure 1).



Figure 1 A collapsed view of a book's table of contents shows just the chapter titles.

You can *expand the view* to display each chapter's contents in detail, with links to files, other maps, blogs, websites, etc., and notes. (Figure 2).

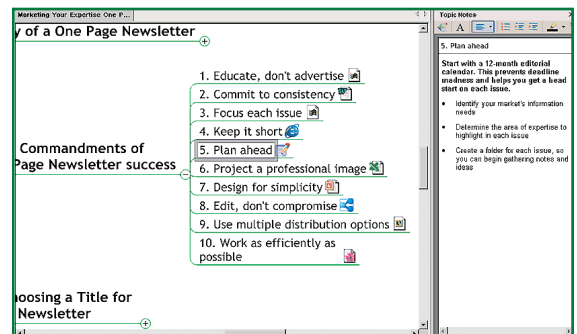


Figure 2 An expanded view reveals the details—links, subtopics, and notes—associated with each chapter.

## Marketing and writing

Mind Maps help communicators like marketers, writers, and publishers, quickly and easily work with *information, goals, resources, and objectives, and time*. Marketing and writing tasks include:

# Which tasks do you want to get done faster?

- Create 12-month newsletter editorial calendar
- Plan meeting agendas
- Take notes during meetings
- Prepare new business presentations
- Organize downloaded web text
- Staff trade show exhibits
- Plan media campaigns
- Schedule product launches
- Track book reviews
- Prepare and deliver speeches
- Schedule blog posts
- Organize networking contacts
- Assign staff responsibilities and deadlines
- Assess competitive strengths and weaknesses
- Track test results of lists, offers, and prices
- Plan website content and make overs
- Track frequently asked questions
- Prepare creative briefs
- Create book marketing plans
- Conduct performance appraisals
- Organize press contacts
- Analyze new business opportunities
- Track call center activity
- Monitor complaints and problem resolution
- Evaluate passive income opportunities
- Inventory assets and resources

## Recommended resources

**Buzan Store Online**  
books, cd's, courses, and local training resources.  
[www.shop.buzan.org](http://www.shop.buzan.org)

**MindMapping books**  
at [www.amazon.com](http://www.amazon.com)

**Useful newsletter**  
*Mind Mapping Strategies*,  
Will Reed's outstanding  
free One-Page Newsletter.  
[www.b-smart.net](http://www.b-smart.net)

**Software**  
[www.mindjet.com](http://www.mindjet.com)

**Blogs**  
[www.blog.mindjet.com](http://www.blog.mindjet.com)  
[www.hobieswans.blog](http://www.hobieswans.blog)

## Steps to success

Most projects involve these four-steps:

**Step 1: Harvest:** Enter keywords representing ideas or resources that might contribute to the success of your project. Solicit ideas from others. Work as quickly as you can. Do not evaluate or organize ideas as you enter them.

**Step 2: Edit.** Next, delete any duplicate or inappropriate ideas. "Click and drag" those that remain into a correct *hierarchy* and *sequence*.

**Step 3: Chunk.** Simplify by using MindManager's *boundary* feature to organize ideas and tasks into logical categories like "beginning, middle, end," or "executive, legislative, judicial."

**Step 4: Format.** Add visuals to increase message retention. Visuals act as "hooks" to help you, your clients, and co-workers, remember key points. MindManager includes artwork for hundreds of different situations.

Use colors, lines, and fills for emphasis. Add icons to show *priority* or *degree of completion*. Use call-outs for comments. Add *floating topics* for contact information and logos. (Figure 3.)

## Putting maps to work

When you are finished, you can:

- **Share.** Print maps, create PDF's and e-mail maps to others. MindJet for example, offers a free *reader* which lets clients, colleagues, and others display and navigate your maps, even if they have not yet purchased MindManager.
- **Export.** Use maps as the basis for completing your project, often by exporting to Microsoft Word. This provides you with a "paint by number" framework for completing your project. You can also export to HTML for web use, and export to Microsoft Outlook and sales management programs like Salesforce.®
- **Present.** Export maps to PowerPoint, for formatting and presentation. Or, present directly using your laptop.
- **Speak.** If you are delivering a speech, *talk from*

a *map*, not a written speech. This helps you engage your audience, appearing more credible, personal, and enthusiastic.

## Tips

Some of my favorite productivity tips include:

### 1. Focus on your purpose

By default, text entered in the center of your map becomes the filename when you save. However, save using a descriptive filename, i.e., “Acme Press Proposal.” Then, enter *your project’s goal in the center of your map*. This helps you evaluate everything you add to the map on its ability to contribute to your project’s success.

### 2. Link rather than clutter

Keep your maps simple. Instead of entering details—like supporting facts and figures—provide links to source files.

### 3. Replace branches with notes

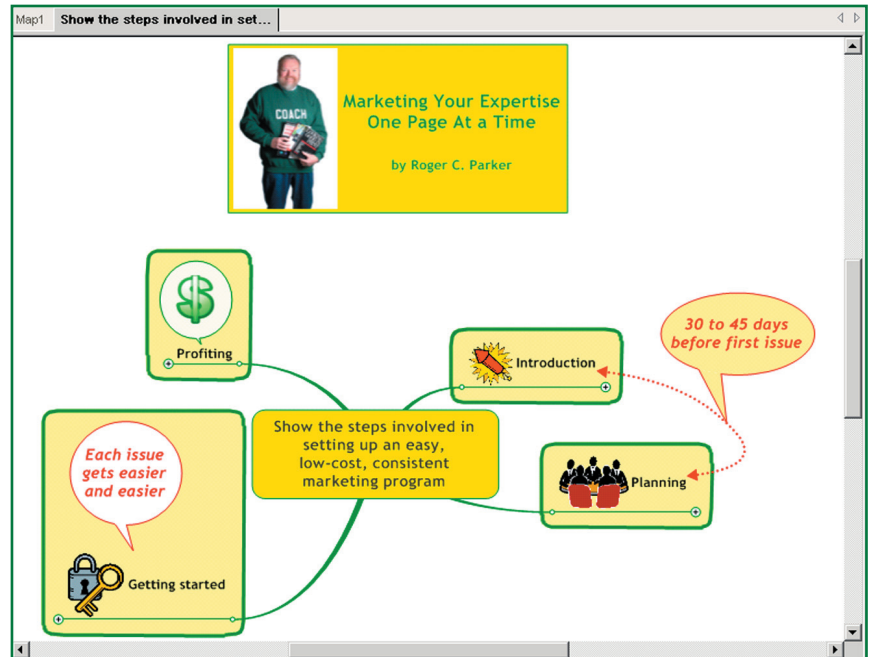
When ideas come to you while preparing your map, add them as MindManager *notes* associated with various topics. Avoid adding details and full sentences to map topics or sub-topics.

### 4. Chunk content into groups

Use MindManager’s *boundary* feature to group topics into meaningful clusters. A map of a book with ten chapters appears far more complicated than a map showing just four sections.

### 5. Copy and import, rather than retype

Avoid wasting time, and introducing the possibility of errors, by retyping already saved information. Copy and paste from Word and Excel or use MindManager’s “*Import Outlook Tasks*.”



**Figure 3** Collapsed, chunked, and enhanced, for sharing with clients and co-workers.

### 6. Export before formatting

Likewise, avoid wasting time and possibly introducing errors by exporting maps, rather than starting work from scratch.

### 7. Write less, talk more

After completing a map, instead of retyping it into a memo or proposal, use MindManager’s “*Send to*” feature to immediately e-mail it.

Then, on the phone or in person, “walk others” through your project, discuss the project in detail and *add their comments to the map while you’re speaking to them*. When finished, e-mail them a copy of the updated map.

### 8. Collapse maps before sharing

Before saving maps to be shared with clients or co-workers, use MindManager’s *Actions>Level of Detail* feature. Collapse the map to provide an overview, or, expand just relevant topics. Let recipients expand maps to reveal additional topics as desired.

## Glossary

**Topic** Basic map building block, displayed as *branches* or *sub-branches*.

**Floating topic** Text or graphics not associated with a topic.

**Boundary** Borders and backgrounds added to group topics together.

**Call-out** Comment added to a topic.

**Task Info** Displays of priority, progress, duration, or deadlines.

### Try Mind Mapping for free

Visit [www.mindjet.com](http://www.mindjet.com) for a free 21-day free trial. Discover why over 500,000 corporate professionals and individuals around the world have chosen MindManager.

### To learn more

Visit [www.OnePageNewsletters.com](http://www.OnePageNewsletters.com) and sign up for GUERRILLA MARKETING & DESIGN, my free monthly One-Page Newsletter. Each issue focuses on a single idea, technique, or tool. Recent topics have included website usability, blogs, website assessments, online presentations, and print-on-demand postcards delivered by First Class mail from your computer.

You'll receive design content and ideas, plus time-saving tips. You will also receive advance notice of upcoming events; free weekly teleconferences, new seminars and workshops, individual and group coaching, assessments, audios, and books.

### About this report

This report is an example of *edu-marketing*, a reflection of the way I help clients *promote their expertise*. Consistent educational marketing helps clients and prospects understand complex products or services. For details, and a free 20-minute consultation, call 603-742-9673 or e-mail me at [rogercparke@aol.com](mailto:rogercparke@aol.com).

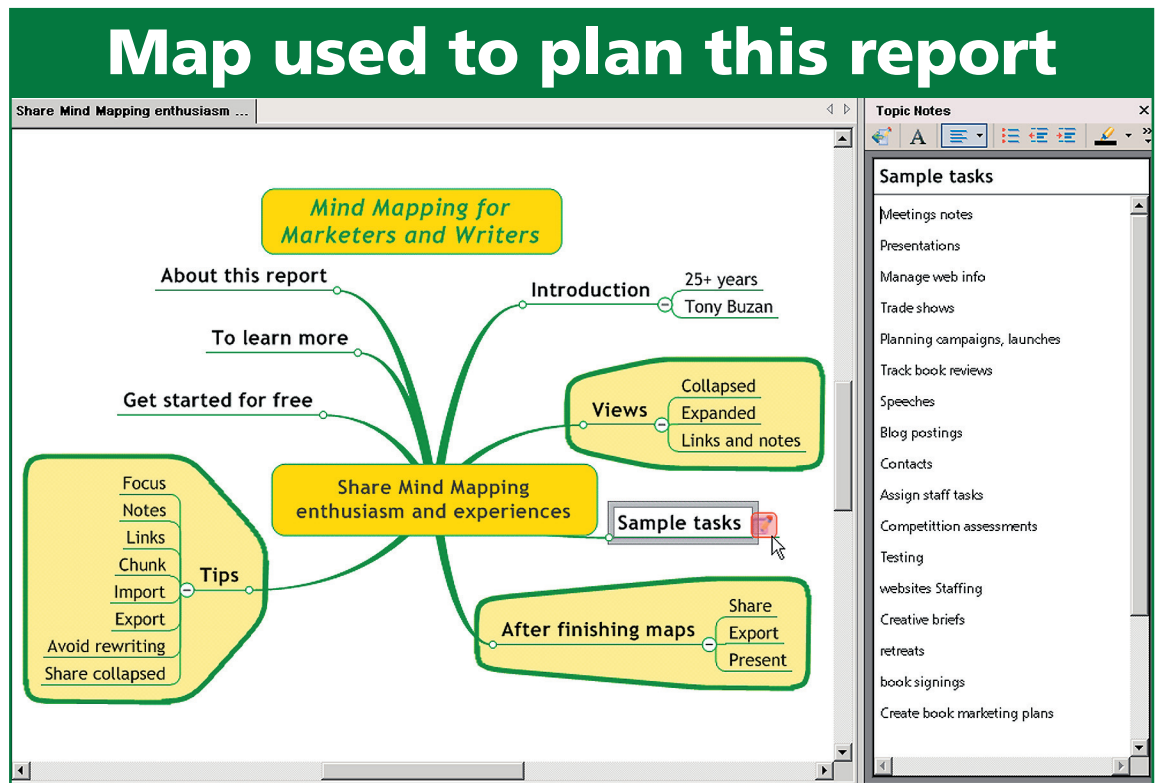


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Profit Builder

- \$32,000,000 author
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**Figure 4** Writing is easy when you start by *harvesting*, *editing*, and *prioritizing* your message.

4 After completion, I exported map to Microsoft Word and, later, formatted it in Adobe InDesign.