

# 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 & Maria G. Nozza

## Top 7 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

\*Registered trademark, Buzan Ltd., [www.mind-map.com](http://www.mind-map.com)

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).

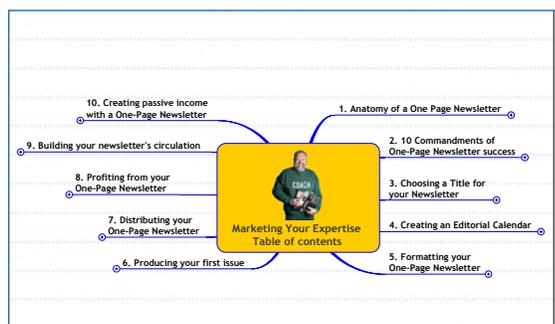


Figure 1 — A collapsed view of a book's table of contents shows just the chapter titles.

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).

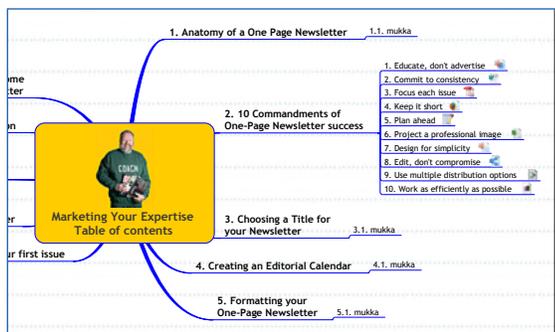


Figure 2 — An expanded view reveals the details—links, subtopics, and notes—associated with each chapter.

## 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?

## 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.hobbieswans.blog](http://www.hobbieswans.blog)

- 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

## 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*. Add *floating topics* for contact information and logos. Use call-outs for comments. (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.** You can export maps directly to MS 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 mind map*, not a written speech. This

helps you engage your audience, appearing more credible, personal, and enthusiastic. This eliminates the need for PowerPoint visuals.

## 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

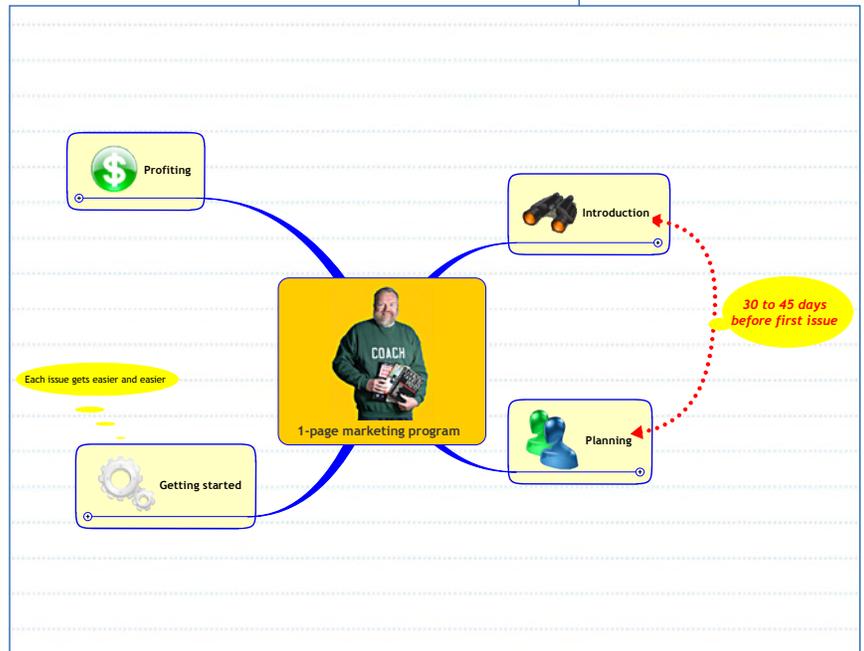
When ideas come to you while preparing your map, add them as MindManager *notes* associated with various topics. Avoid adding details and full sentences to map topics or sub-topics.

### 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.

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- [www.membershipsiteplanner.com](http://www.membershipsiteplanner.com)

Author Profile: [www.amazon.com](http://www.amazon.com)

**Try Mind Mapping for free**

Visit [www.mindjet.com](http://www.mindjet.com) for a *free 21-day free trial*. Discover why over 1.2 million entrepreneurs and corporate professionals around the world have chosen MindManager.

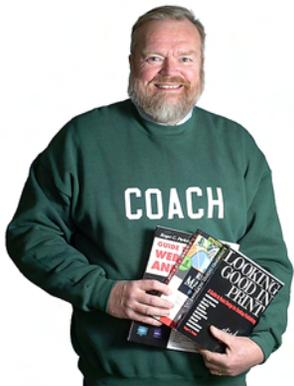
**To learn more**

Visit [www.masteringmindsight.com](http://www.masteringmindsight.com) and sign up for our newsletter and our daily posts sent via email and RSS. 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.

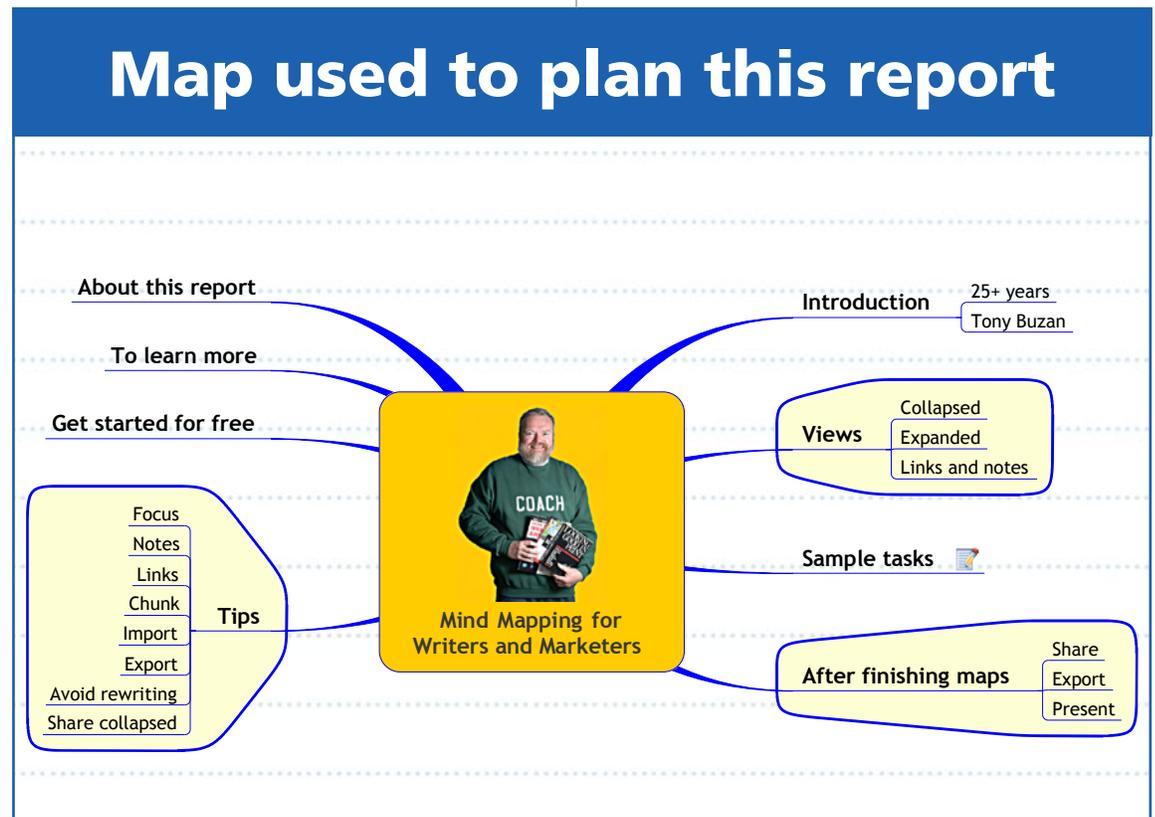
**About this report**

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 [rogercpcarker@aol.com](mailto:rogercpcarker@aol.com).



**Roger C. Parker**  
*Profit Builder*

- \$32,000,000 author
- 38 books, 37 languages
- 1.6 million copies sold
- NY Times* recommended
- Speaker, consultant
- Design educator
- Training, workshops
- Marketing coach



**Figure 4** — Writing is easy when you start by *harvesting*, *editing*, and *prioritizing* your message. After completion, I exported map to Microsoft Word and, later, formatted it in Adobe InDesign.

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## Planning your marketing success

*Action plan displays your marketing plan as a series of focused steps*

**Plan, manage, and deliver your marketing with a powerful action plan you can stick with**

Marketing programs often fail because of a lack of *planning, focus, and consistent action*. This doesn't have to happen to you.

My 5-part [PLANNING CATALYST](#) provides a *system* that displays marketing tools and

messages in the context of monthly goals. This provides focus, creates synergy between marketing tools, and provides a step-by-step *action plan for success*.

If you can invest a single afternoon every three months planning your upcoming quarter's marketing, my [PLANNING CATALYST](#) will introduce order and efficiency.

### 4 steps to success

1. *Start by selecting a product or service to promote during each of the next three months. This provides needed focus.*

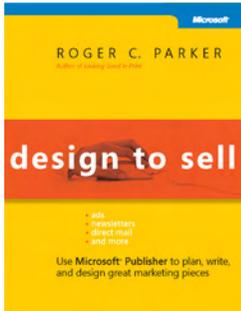
**Quarterly action plan maps display your marketing at a glance**



Roger C. Parker has been helping firms and individuals profit from design since 1985



*Planning provides the platform for consistent focused action*



Free! Download

2 chapters from

[designtosellonline.com](http://designtosellonline.com)

*Roger applies an unbeatable combination of common sense and current technology to marketing*  
William Pearsall

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2. *Choose a newsletter topic* relating to each month's featured product or service.

3. *Select the marketing tools* that best support your newsletters and monthly goals.

4. *Add topics and dates* for each marketing message. This organizes your efforts.

### **No more deadline madness**

Identifying short, easily-finished tasks ahead of time reduces stress and avoids the wasted time and costs that inevitably occur when rushing to meet deadlines.

Viewing each tool and message in the context of monthly goals also saves you time by helping you recycle ideas. Ideas you introduce in your monthly newsletter can—and should—appear as website tip sheets, checklists, e-mail tips, blog posts, and podcasts.

### **Maximizing Internet tools**

A monthly marketing action plan helps you take full advantage of the above Internet tools, as well as others like [Squidoo](http://Squidoo).

Many businesses fail to take full advantage of online tools because they lack a way to relate the tools to monthly goals. In addition, many firms do not have an efficient way of creating the necessary content.

### **Beating the content challenge**

Content creation becomes easy, however, when you have a *visual system* for identifying content needs ahead of time.

Once you know *what's needed*, and *when*, you can “chunk” topic creation into short

working sessions you can complete in as little as 20 to 30-minutes.

### **Profit from constant visibility**

Spreading tasks over short, frequent, working sessions makes it possible for you to be consistently visible. This ensures that your firm will be the first one thought of when your prospects are ready to buy and your clients are ready to re-buy (or refer).

### **For more information**

Planning is the single, most important element in a successful marketing program. Planning provides focus, multiplies efficiency, saves time, and—ultimately—makes constant visibility possible.

Find out more about how to use my marketing templates to help you profit from the coordinated use of multiple low-cost, online tools.

For more information, begin by visiting [www.designtosellonline.com/plan.cfm](http://www.designtosellonline.com/plan.cfm), which describes the planning templates. You'll also learn how you can take advantage of a [21-day free trial](#) to explore working with Mindjet's MindManager.

### **Personalized, online assistance**

Then, call or [e-mail me](#) and ask about personalized, webinar-based, coaching.

*Watch your marketing action plan take shape on the screen of your computer* as we discuss your options. After the call, I'll send you a PDF copy of your plan.

*Note:* please [subscribe](#) here if you're reading a friend's copy of this newsletter.

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## How to map your blog's success

Maps make it easy for you to create relevant blog posts and recycle them into new projects

Use maps to plan and recycle blog content

Maps can play an indispensable role in your blogging success.

A steady diet of unrelated, "spur of the moment," blog posts undermines your firm's position and weakens your marketing message.

Maps, like those created with [Mindjet's MindManager](#), however, make it easy to create a *focused content plan* for your blog. Maps help you balance current topics with information of lasting value to your market, such as ideas, hints, and tips.

### Step 1: Plan

Start by identifying the key topics you want to address in your blog: such as:

- *Current challenges* and trends.
- *Resources* for clients and prospects.
- *Upcoming events* in your field.

- *Tips and shortcuts* for software programs used in your field.

- *Websites* with lessons for your market.

Next, add ideas for posts appropriate for each category. Think of each post as a "nugget of information," or content unit.

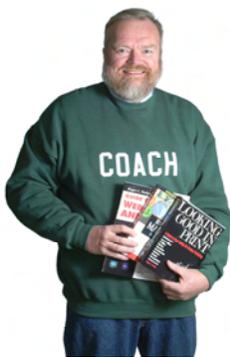
Adding ideas for future posts *as they occur to you* is important. It ensures that you won't inadvertently overlook them. It also helps you avoid repeating information contained in previous posts.

You can use a word processing or spreadsheet program to select categories and add ideas. You can even use a felt-tip marketer and a yellow pad! But, maps help you get far more done in less time working in a visual environment.

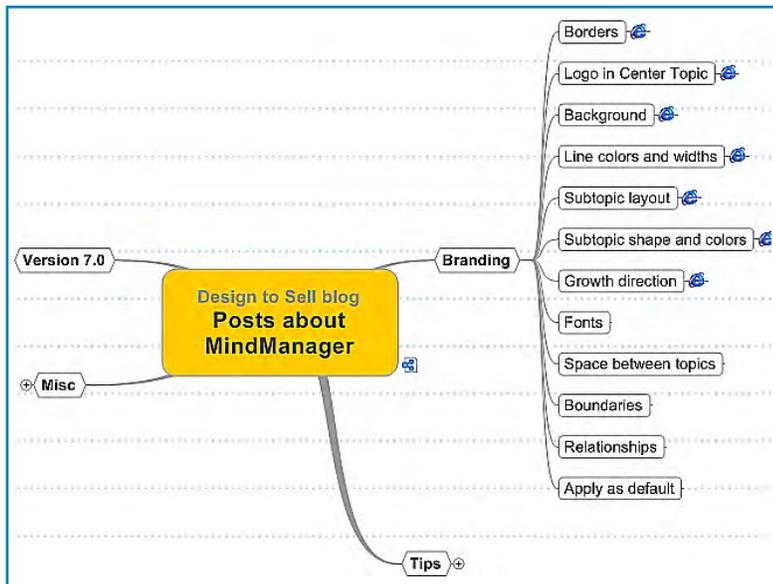
### Step 2: Link

Each time you update your blog, add a link to the new post's *permalink*, or its unique URL. Use Mindjet's **CTRL+K** keyboard shortcut to save time adding links.

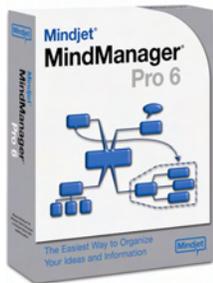
Each link adds an icon to your map that helps you see at a glance which topics have been posted and which remain for you to complete.



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Map, created with [Mindjet's MindManager](#), contains links to completed posts as well as topics not yet completed.



FREE TRIAL

Learn about Mindjet's MindManager 21 day free trial. [click here](#)

Ask about my MindManager training webinars. [click here](#)

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### Step 3: Recycle

Over time, blog posts tend to become invisible. Although blogs can be searched by category or month, this is not enough to keep previous posts alive and circulating.

Maps with links make it easy for you to recycle blog posts into new marketing projects and profitable information products. For example:

- After you have posted 8 or 10 “how to” ideas, you have the basis of a very useful article, newsletter, tip sheet, or podcast.
- Once you have created 10 or 12 tip sheets or newsletters, you have a strong foundation for a book, report, or presentation!

To recycle blog posts into other formats:

1. *Click the link* to each post's permalink.

2. *Select and copy* the text in each post.

3. *Paste* text into a file created with Microsoft Word or a page layout program.

After assembling your posts into a single file, your new projects become ready for final editing and distribution.

### Linking maps

If you post frequently, your map may become cluttered with topics and links.

Keep your maps simple by creating individual maps for the main categories of blog postings. For example, the map at left displays just posts about MindManager.

Link these category specific maps to a “master” map showing all blog categories.

### Getting started

Ask questions like these when creating an effective blog content strategy:

1. What are my market's key concerns?
2. What specific information can I offer to address these concerns?

Maps will soon become a habit that you'll use planning content for all sorts of marketing and profit opportunities.

### For more information

[E-mail me](#), or call me at 603-742-9673, for personalized assistance setting up a blog marketing content strategy for your firm. Let me help you turn your *ideas and words into dollars in your pocket!*

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## Profiting from creative briefs

**Creative briefs can save you time, money, and stress, while generating better results**

*Creative briefs can improve most projects through better communications*

Whether you purchase or provide copywriting, graphic design, or marketing services, creative briefs can provide focus and eliminate misunderstandings. Briefs make it easy to specify project goals, deadlines, details, and mutual expectations.

These detailed 1- or 2-page documents should be filled out and signed by both parties at the beginning of every project.

Following are some of the elements typically found in a creative brief.

### Description

Begin with the project title, the current date, and the names and contact information of everyone involved in the project.

In larger firms, each project and creative brief will have its own unique number.

### Goals and objectives

Next, describe goals and objectives in detail. What is the cause, product, or service

being explained, promoted, or sold? What are the major messages and specific benefits that must be communicated?

Is the project intended to increase sales, launch a new product, reinforce donor loyalty, explain changes in health benefits, or build trade show traffic?

Describe the background and context of the project, identifying—for example—why a new brochure is needed or the reason a website should be updated.

Finally, the creative brief should describe how the project's effectiveness will be measured. Will the project's success be measured by sales, website traffic, white paper downloads, or new business leads?

### Market

Next, define the project's intended market. Who is going to encounter and, hopefully, respond to the project's offer?

Does the market consist of small law firm owners, Fortune 500 CEOs, patients with heart conditions, or high school sophomores exploring college options?

The more market details you include, the better your project can target your market's needs. When possible, define the



Creative briefs don't have to be large to be effective

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*Creative briefs should specify deadlines and expectations*

Field or industry	
Description or profession	
Start of experience	
Age	
Sex	
Marital status	
Geographic area	
Income	

[Click here](#) to view an online creative brief



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market’s knowledge of the topic and their likely attitudes towards your message.

**Deliverables**

Project deliverables should be identified in detail. What, exactly, will the vendor deliver to the client? Options include a written critique, an hour of consultation, graphics files, word processed text, rough layouts for a website, or finished pages added to an existing web site.

If a project involves several steps, each step should be separately indicated, with its own deadlines, i.e.,

1. Copywriting
2. Creative design
3. Production and layout
4. Posting new pages to website

**Deadlines**

It’s often useful to work backwards from the project’s street date, when the market will encounter the message, i.e., “Nov. 23, the day after Thanksgiving,” etc.

Deadlines should be specified for each stage of project completion. In the above example, the creative brief should include deadlines for copywriting, design, production, and project completion.

**Expectations**

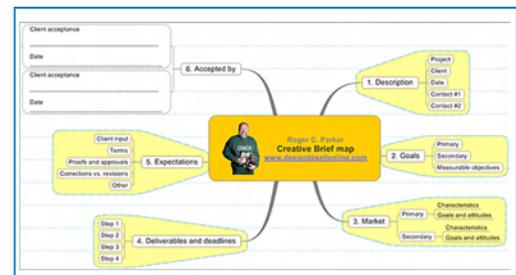
Projects often flounder because of flawed expectations. Flawed expectations usually result in clients or vendors beginning sentences with, “But, I thought...”

Creative briefs should specify client responsibilities like deadlines for providing necessary information and expected turnaround time for commenting on proofs.

Creative briefs can be important tools in eliminating misunderstandings due to differing interpretations of “corrections” and “revisions.” Clients, for example, should not expect major changes in project focus after a project’s goals and components have been mutually agreed upon.

**Formatting options**

There is no one way to profit from a creative brief. Different firms are likely to emphasize different contents.



[Click here](#) to download a sample creative brief created with mind mapping software.

Creative briefs come in many different formats. They can be printed and filled out by hand or completed using a word processor. You can also find creative briefs [online](#) (see example, far left). You can also download a creative brief map created with [Mindjet’s MindManager](#), (above).

**For more information**

[E-mail me](#), or call 603-742-9673, for more information about coaching, consultations, critiques, and copywriting or graphic design assistance.

For over 25 years, I’ve been helping firms around the world improve the quality of their marketing. A fresh perspective on your marketing challenges can be yours for as little as \$250!