

"Nobody does a better job of showing how to use design to build relationships than Roger C. Parker!"

Jay Conrad Levinson
author, *Guerrilla Marketing*

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Roger C. Parker's

Guerrilla Marketing & Design

Write more in less time!

Mind Mapping* speeds writing by visually displaying your ideas

Mind Mapping is a technique for overcoming writer's block and simplifying even complex projects.

Mind Mapping helps you create the *on-going stream* of ads, brochures, books, e-books, newsletters, proposals, teleconferences, and web site text needed to prove your—or your client's—expertise.

Typical scenario

Last week, I was hosting a teleconference scheduled to begin at 7:00 PM. Because of heavy traffic out of Boston, I didn't get back to my office until 6:30 PM. I fired up my software—Mindjet's MindManager—at 6:34 PM.

I quickly entered the ideas, questions, and group exercises, I wanted to include. I then dragged ideas from one point to another until the sequence made sense. At 6:48 PM, I was finished.

Even though I spent less than fifteen

minutes preparing for the tele-conference, it came off perfectly. Later, several people complimented me on the call's "tight" organization and structure.

That's the power of Mind Mapping!

Thinking visually

Mind Mapping overcomes the problems that typically get in the way of writing. One of the biggest problems is that you usually begin with a blank screen. *Ugh!* Blank screens invite writer's block.

Outlining is not the solution. Our minds work best when visually stimulated and there is an element of "fun" involved. Outlines, however, are visually boring. Except for indent levels, all the ideas look the same.

Worse, outlines make it impossible to view your project as a whole. It's very hard to relate ideas at the end of your project to ideas at the beginning.

Mind Maps Benefits

Following are some of the reasons your creativity will flourish and you will work more efficiently with Mind Maps:

Comprehensive view. View your entire project on a single screen or print it on

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*Use color to
organize your
ideas and
provide
selective
emphasis*

a single sheet of paper. See all of your ideas and how they relate to each other.

Information hierarchy. At a glance, identify which ideas are major topics and which simply provide detail.

Reorganize sequence. Grab ideas and move them to different locations, or change their status.

Expand and collapse. Expand the view to show all ideas, or collapse the details to emphasize the major points.

Color. Use color to organize or group ideas and provide selective emphasis. Use different line colors and fills to indicate sections of the book or categories of information. Group categories of ideas against a common background.

Graphics. Use icons to emphasize priorities, tasks, unanswered questions, or decision points. Use call-out's to draw attention to key dates, advantages, benefits, or deadlines.

Linked maps. The better programs permit you to link Mind Maps together. A Mind Map of a book, for example, can relate to separate Mind Maps for individual chapters.

Presentations. You can present right from the better programs. Each click advances you to the next major point and reveals the underlying details.

Typical sequence

Let's say you need to write an article describing one of the techniques you, or one of your client's, have developed. Enter the title of the article in the center of your Mind Map.

Enter the five or six *main ideas* you want to discuss. These will form the "branches" of your "tree." (See example.) Then, select each branch and enter the ideas associated with it.

When you run out of ideas, review your Mind Map and drag ideas from one branch to another, until you're satisfied with the sequence.

You can now export your Mind Map as a Microsoft Word document, ready for you to fill-in the missing words!

Free Trial

If your computer uses the Microsoft Windows operating system, visit www.mindjet.com and download a 21-day *free trial* of their software.

During the next three weeks, see for yourself how much time you can save while writing more effective copy.

For more information

Call me at 603-742-9673 for a free list of writing resources including e-books, coaching, and teleconferences.



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