

MINDMAPS FOR MARKETERS THE USER'S GUIDE

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THE MANUALS

In the main directory, you will find this manual (obviously), and 4 others.

The Main Manual (MainManual.pdf): Unless you have extensive experience with mindmaps, I recommend reading that one next. It covers some general concepts and specific techniques that will make the process of learning much easier, and which will help you to get more from everything else in the course.

It's not a long read. It will be worth the time.

The Monetization Guide (Monetization.pdf): This one is a very brief listing and explanation of how you can make money with mindmaps. While reading it, keep in mind that the techniques can be mixed and matched to suit your personal situation and goals.

It's also probably good to point out that I have almost certainly not done or seen everything one can do with a mindmap.

The Quickstart Guides: One for Freemind and one for XMind. Choose the program you want to use first, then download and install it. The links are in the guides.

These are VERY short. The goal is to get you results quickly, and they'll do it.

You're going to need to do a very small amount of planning (maybe 10 minutes or so), and then you can open the guide, fire up the software of choice, and create your first practical mindmap in 30 minutes or less.

From there, you can move on to more elaborate stuff, like you'll find in...

THE MINDMAP DIRECTORIES

In each of these, you will find, at a minimum, what I will call "the standard files." These include the mindmap in editable Freemind and XMind versions, and rendered as flat JPG graphics.

I've taken a slightly different approach with each of the graphics, to show you how they can look and to let you get a feel for how they can be used. These were rendered from the XMind versions of the maps.

Each of these maps was designed to help you plan out or expand on a specific aspect of your business. Some of them are very large and detailed, with more options than most people will ever use. That was done deliberately.

The goal with them was to make sure you have as many ideas as possible to fit into your own situation. Delete the ones you don't want to use, and expand on the ones that you believe will be more critical to your success.

I strongly reecommend that you work from copies of these, so you have the originals to re-use for other projects later.

Content Planner: This is a great example of a map intended to maximize the value you get from your resources.

It's designed to help you plan, develop, re-purpose and distribute your content, and to profit from it as much as possible along the way. It's a medium-sized map, for a specific process.

List Launch: 1360 nodes of possible techniques and systems for launching (or relaunching) an email-based list. Many of them will be just as useful for building blog readership or expanding a Facebook page or group.

This is the perfect example of what is likely to be overkill for most folks. I have never seen a list started up with all of these elements in place. Some will fit your way of doing things and some won't. Pick and choose, and cut out everything that doesn't work for you.

Along with the standard files, there is a basic guide to working with the map. This package could be a low-cost standalone product as is. I could also have gone into more detail in the guide and added some resources and sold it at a higher price.

Look closely at the layout of this map and the guide. You'll see why I say that your planning maps have the potential to be turned into useful income streams, in addition to the benefits you get from using them for your own business.

PLANTS: This is the most recent addition to the gift I give people when they sign up for my newsletter. The standard files are accompanied by a "working with the map" guide, and by a short PDF explaining the idea behind the PLANTS system and the general categories it covers.

Another relatively large map. Not like "List Launch," but still pretty expansive.

The PLANTS Map is an example of using a mindmap to teach a way of thinking about a business concept, and hooking the related techniques into the various elements of the system.

Social Site Setup: This one is an example of taking an initial piece of content and turning it into a useful giveaway. The basis was an article I published in the newsletter, and then decided to put in a more "Thudly" format. (The original article is included as a text file.)

The concept is simple enough: Setting up a professional-level social network system that would include all the elements needed to turn your business's friends and followers into a reachable and engaged audience. This is primarily directed to business usage, but it can also be applied to bands, local causes, community or church groups, and pretty much any other network of people who have a shared interest and can be found on various social networking sites.

This one was very popular. After having received and read the original article in the newsletter, several thousand subscribers downloaded the mindmap version. That, again, shows the extra value placed on the editable tool. It was also a hit with my Facebook and Twitter crowd.

The mindmap itself took very little time to create, as it was just a visual representation of the existing article.

How much of your content could be updated and repurposed this way?

The Map: Also called "The Map to Internet Marketing," there's a lot of extra stuff in this one.

This was my first commercial mindmap product. In the "Original Salesletter" directory, you'll find the copy I used to sell it. As you'll see, you don't need anything fancy to move a lot of copies of a product.

You'll also see a real-world example of distributing bonuses for a mindmap that are linked from within the map itself. Those are in the "Reports" directory.

They include: My "*Goal Getting Guide*," which is a 29-page system for defining and laying out the steps needed to achieve pretty much any goal. Worksheets are in the directory along with the guide itself.

"Need to Know," which is the 117-page book I give folks when they sign up for my newsletter. Yes, 117 pages. It's broken down into 19 sections, so it's an easy read over as many days as you like. Chapter Zero and the playground section are highly recommended reading...

Then there's *"Million Dollar Copy."* This is a guide to what makes up an effective mindset for a copywriter who intends to actually sell product in large volume. It's 58 pages long, and well worth the read.

"The Voice Report" is a quickie, at a mere 23 pages. If you're a writer, or plan to create any sort of content for the web, you'll find this one useful. One woman who got a free copy of it told me it was a more useful guide for writers than anything on the 7 feet of shelf space she had filled with books on the subject.

"Why Johnny Can't Sell" is an explanation of some of the traps that folks fall into when trying to market online. At 42 pages it's not huge, but it may take you some time to work through it if you find much of it applies to you.

That's over 250 pages of bonus material, all of it useful and all of it based on real-world experience in this business.

There is also a 15-page manual for The Map, which was the only documentation with the original product.

And, finally, *"TheMap-Flash.html."* This is an example of a whole other way you can distribute mindmaps. They're not editable this way, but the people you give them to don't need to install any extra software to use them. Any reasonably current browser will do. And yes, that means you can deliver them over the web, without your subscribers or customers having to mess with zip files or downloads.

That nifty little trick is explained in the monetization guide.

THUD Map: This is a very small, very simple map. It has one purpose: To serve as a checklist or brainstorming system for adding impact to your offers. It doesn't even require documentation, other than a "how to edit" file, which is covered for you in the rest of this course.

This one is simple, but don't let that fool you. Tinker with it a bit and you may find yourself coming up with a lot of new ways to increase your profits by adding both perceived and real value to your products.

It's also a great example of an easy product. This is nothing but a visual representation of a manual ("The THUD Report") that I've sold a bunch of copies of over the years. This map was created originally as a bonus for that report.