

What The Heck Is Mind Mapping?

Mind mapping is essentially a new way of visually organizing information. It's far superior to using a linear outline format for most things, because mind mapping works the same way that your brain works. Your brain does not think of things in a linear format. It bounces around from one idea to the next, which is why traditional outlining is so difficult for many people.

COOL FACT: Mind mapping was originated by Tony Buzan, and was originally inspired by Leonardo Da Vinci's approach to note taking. You can learn more about Tony Buzan and his work by going to <http://www.BuzanWorld.com>.

Want to see what a mind map actually looks like? Go to <http://images.google.com> and type in the keyword "mind map". You will see dozens of beautifully colored mind maps pop up in the search results. Go ahead and do that right now, and then come back. It's important for you to get a picture in your mind of what a mind map is, so please don't skip this step. I'll be here when you come back :)

You certainly **can** create mind maps by hand. That's how I did it for years before discovering the Mind Manager software. They have a free trial for the program, and I promise that once you begin using it... you will be shocked at what you're capable of creating. Go ahead and download the program right now for free, so you can try it out as soon as you're done reading this newsletter. You can get the program by going to <http://www.MindJet.com>.

Mind Mapping For Marketers

I use mind maps for almost every aspect of my business. It's simply the best way in the world to document your thoughts and organize them in a way that works *with* the natural structure of your brain. Here are the top three ways that I use mind maps in my everyday business.

Brainstorming new markets - I make most of my money from the products I have in other niche markets besides Internet marketing. Whenever I want to enter into a new market, I create a mind map and just let all my information flow out onto the map in a disorganized fashion. The cool thing about mind maps is that you can put each new piece of information into categories very easily as you go. It's very non-linear.

Here's a mind map that I created just now in only 2 minutes. This is the start of a map for brainstorming new markets.

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Do you see how I could easily just organize the information as it comes to me? For example, I might look at the main subcategory called '**Things I Want To Learn About**', and that will cause me to think of 5 or 6 subjects that I otherwise would have never remembered to include in my brainstorming session. But then, as I'm thinking of things that I want to learn about, I might remember a problem that I want to solve for my friend David, and so I'll put that into the top left category.

Do you see how easy this can be? I recommend that this be one of the first mind maps that you create after you download Mind Manager.

Creating products - The very first time I used Mind Manager to create a product, it ended up being the absolute best product that I had ever come up with (I'm referring to my video course: Email Promos Exposed that you can find at <http://www.EmailPromosExposed.com>). This is especially useful if you are overflowing with knowledge on a particular topic, and have difficulty getting it all out in a way that makes sense.

Here's what a mind map might look like if you were brainstorming the contents of an e-book on email marketing:

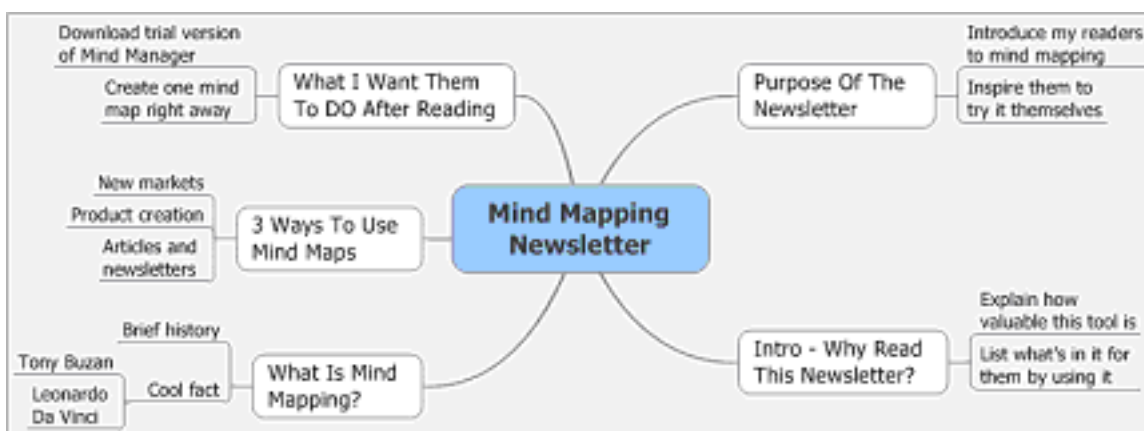


Now you can just insert the ideas as they come to you, without worrying about the organization. The mind map itself provides the organization while also triggering your mind to come up with additional content. For example, you might have a few email marketing tools that are on your mind right now, so you can just put those down. Then you might remember a mistake you made 2 years ago, and you can quickly put that down in the 'mistakes' category.

You'll be amazed at how quickly and thoroughly you'll come up with the contents of a product using Mind Manager.

Creating articles and newsletters - This newsletter that you're reading right now was created first using a Mind Manager. By doing it this way, it allows me to see the whole newsletter at a glance and make changes easily, while keeping the contents of the whole newsletter in plain view. It gives me an overview in a way that a traditional outline just couldn't.

Here is the mind map that this newsletter is based on:



As you can see, once I had it all laid out in Mind Manager, it was easy to create the content for the newsletter you're reading right now. If you don't have a newsletter just yet, go ahead and try creating a mind map for a short article. The article can just have 5 tips on whatever topic you're knowledgeable about.

In Conclusin

I hope this newsletter has opened your eyes to what's possible when you use mind maps in your everyday life. I don't just use them for marketing either. I create mind maps anytime I need to organize information, and I want to have it all in front of me at once.

- Taking notes while reading a book, studying a course, or watching a video of a seminar (when reading a book, I mind map each chapter after I read it - this makes it easier to brush up on the content by just reviewing the mind maps)
- Planning a trip
- Creating a presentation
- Making a grocery list (it's easy when you have everything categorized, like fruits, frozen food, meats, liquids, etc)
- Preparing a job for one of my freelancers
- Planning out all the studying I want to do over the next couple months (it's easy to get bogged down into studying only one area. By using mind maps, I 'm reminded to broaden my horizons, and not just study online marketing courses all the time)

I hope you enjoyed this newsletter. If any of these distinctions have made a difference in your life, I hope you'll let me know about it. You can reach me at Michael@MichaelRasmussen.com. Be sure to use the subject line:

"Feedback On Mind Mapping Newsletter"

Good luck building your business, and as always... if you know anyone who you think would benefit from this premium newsletter, please pass it along to them, but then also ask them to sign up for a free subscription themselves. They can do that here:

<http://www.MichaelRasmussen.com>

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