NAMS

Novice to Advanced Marketing System

HOW FREE PRODUCTS LEAD TO PROFIT

CHECKLIST #10

HOW TO MAKE & MONETIZE MINDMAPS AND PROCESS MAPS

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Not everyone thinks in a linear mindset. Some people prefer to view process maps or mind maps – which visually organize information-- versus simply reading instructions about how to complete a task.

These types of maps show viewers how to complete a task at a glance. Follow the workflow through the map, without having to read a lot of extraneous information.

Sine these maps are a little bit different than what others in your niche are offering, they tend to be popular. Consider offering these types of map as a resource, both to build your mailing list and to generate sales on the backend.

Get better results with these maps. They are so useful that people tend to keep them at their fingertips and refer to them multiple times as they work through a process. Encourage your prospects to print out the map and hang it up in their work area, so they see the map regularly – maybe even daily. Result?

Your prospects will see your links and calls to action every time they look at the map. Not only get to develop top-of-mind awareness with your audience, but you will enjoy higher conversion rates due to the regularity with which your prospects view your map.

Section 1: Create It

Step 1: Decide on a Format

You cannot create a single word of the resources until you decide what you're going to sell. You create a map that naturally leads to the paid product and is a good overall fit with the topic.

We are going to cover the creation of both process maps and mind maps. That's because these two types of maps, while similar, are distinctly suited for slightly different purposes.

Here's how they're different:

- **A mind map typically is organized around a single concept.** Put this topic in the middle of your map, and then the basic ideas branch out from that singular topic. You'd also have "child topics" branching out from those topics.

  For example, let's suppose your main idea is "Web Traffic." A branch out of Web Traffic may be "Social Media." A child topic branching out of "Social Media" may be "Facebook." And you might even have branches from Facebook that include "Pages," "Groups" and "Paid FB advertising."

- **A process map is organized around a single process/task.** This is where you look at the steps involved in completing a task, including the places where the person doing the task needs to decide.

  For example, you might create a process map around the task of setting up a blog. The steps might include picking a domain, getting webhosting, downloading the WordPress.org files, editing these files as required... and so on (all the way through installing and customizing the WP blog).

Look at the product you intend to sell and consider whether a process map or mind map is more suitable as a resource.

If you are selling a book about how to set up a hydroponic garden, then a process map is a good option. That's because your process map can give an overview of the steps... and then you can sell your guide on the backend to provide the details on how to complete each of the steps.

Another example: If you sell weight loss products, you may create a mind map that touches on all the tips and topics involved in weight loss, including nutrition, exercises, supplements, and motivation. Each of these main ideas can have subtopics branching out from them. For example, the topic of exercise may have child topics such as high intensity interval training, weight lifting, and steady-state cardio.

Again, for this example the mind map provides a good overview of what all is involved when it comes to losing weight. You can sell your diet guide on the backend, as it will explain all the main ideas and child topics in detail to the customer.

If you need to share a step-by-step process, choose to do a process map that gives an overview of these steps. Additional examples include:

- How to sell a novel.
- How to stage a home for sale.
- How to use Facebook advertising.
- How to write a sales letter.
- How to create a resume.
- How to plan a wedding.
- How to start a church.
- How to hire a freelancer.

If you want to provide an overview of all the topics and subtopics organized around one main idea, then you can offer a mind map. Additional examples include:

- Different tips and ideas for investing money.
- Ideas of things to see and do at Disneyworld.
- Tips and ideas for being more productive.
- Ideas for growing a business brand.
- Tips for helping a blind dog.
- Ideas for marketing a thriller novel.
- Ways to increase the perceived value of an information product.
- Tips for getting rid of back pain.

Once you select your topic and you determine the best format (process map or mind map) for this topic, then move onto the next step...

Step 2: Determine What to Include

Part 1: Brainstorm.

If you know something about the topic (and you should), begin by brainstorming all the information you can about this topic.

Specifically:

- If you do a process map, brainstorm all the steps and "substeps" involved in the process of completing the task. Take note of any point where someone needs to decide.
- If you do a mind map, brainstorm all the topics and sub-topics that branch out from your main topic. These topics could include steps, tips, ways, and other ideas.

Part 2: Research.

Your brainstorming will produce a nearly complete map, especially if you're an expert on the topic. However, you can fill in the gaps – and perhaps uncover tips and ideas you hadn't thought of – by doing some research.

Simply go to Google and run a search for your topic (e.g., "ways to invest money" or "how to build a hydroponic garden"). Then fill in the outline for your map with these additional steps, tips and ideas.

Talk to other experts and ask for their best ideas, steps and tips. In some cases, you may need to pay for this type of consultation. For example, you may consult with a freelance writer to get their take on how to create engaging content.

Step 3: Develop Your Map

Now that you have outlined the information you plan to include in your map, your last step is to create the map.

NOTE: If design and layout really isn't in your wheelhouse, then you may want to outsource this part to someone who can make your map look good. You can find a freelancer by posting a job on a freelancing site such as guru.com or upwork.com.

If you choose to do this step yourself, then it will be easier if you use software that's specifically designed for creating maps. Examples include:

- MindJet.com
- Mindoma.com
- MindMapper.com
- LucidChart.com
- FreeMind

Pick the one that best suits your needs.

Mind Maps

For your mind map, begin with a singular topic in the middle of the map. From that main topic create branches of related ideas. From these related ideas you'll create additional sub-topics.

Suppose your main topic is writing a sales letter. For this mind map, you are not laying out the steps of writing the letter, as that would be a process map. Instead, you're showing readers all the pieces and parts of the letter.

So, here's the main idea: Writing a Sales Letter.

The branches coming out from this main topic would be the main parts of a sales letter, including: the headline, opener, bulleted benefit list, objection handling, guarantee, call to action, postscript, and so on.

From each of these main topics you'd have branches coming out with related topics, ideas and steps. For example, the main topic of "Headline" would have related branches such as:

- Present benefits.
- Arouse curiosity.
- Use social proof.
- Utilize quotes.
- Big font.

You may decide to branch out from these sub-topics. For example, the sub-topic "Arouse Curiosity" may have related branches such as:

- Ask an intriguing question.
- Use words like "secret" or "reveal."
- Don't tell people how they'll get a benefit.

You can share a lot of information in a mind map. The reader will get a great overview of the topic, but they'll need to order your product or service in order to fully solve their problem.

TIP: To make your map more visually interesting and engaging, you can use different font colors and sizes to emphasize different points. You can also add small graphics or icons to add visual interest.

For example, next to a tip or idea on your map, you might include a lightbulb icon. Next to a warning you may include an exclamation point icon. Next to a decision point you may include a question mark.

Process Maps

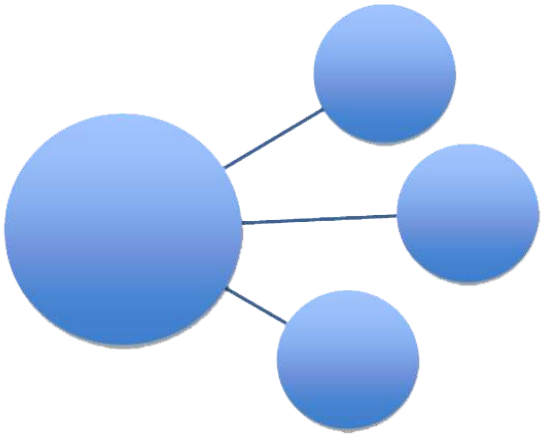
Like the mind map, the process map gives your viewers a great overview of a process. In this case you are sharing with your readers the steps involved in the process, as well as any decisions the reader needs to make and tips that will help the reader complete the process.

Let me give you an example. Let's stick with the copywriting example, except this time you're offering a step-by-step guide for writing a great headline.

Your steps may include:

- Profile the target market.
- Compile the features and benefits of your product.
- Decide on the top one to three top benefits.
- Brainstorm a variety of headlines.
- Pick the best headlines to test.
- Polish these headlines.
- Test these headlines.

Each main step may then have additional “branches” emanating from it with sub-steps, questions to ask, tips, decision points, ideas or similar.



For example, let’s look at the first step, “Profile the target market.” From this step you may create a series of branches of what type of things the reader needs to know about their target market, including age, gender, income, location, problems, solutions they’ve tried, fears, motivations, etc. You can also branch out with sub-steps of how to collect this information, including using Google for research and surveying the market.

Your map may branch out in different directions depending on what decision the user makes at a particular point.

Suppose you have a more comprehensive copywriting map that covers all the steps of writing the entire sales letter. One of the early decision points may be this: short form or long form copy?

The map can share the pros and cons of each decision. The map should then lead the reader (using arrows) to the next step depending on whether the user chose short-form or long-form copy. This type of comprehensive map will have some overlap (such as profiling the target market, creating the headline, drafting the benefit statements, and including a call to action), but the long-form copy side of the map will have more steps (such as creating an opener).

As you can see, this type of map gives an overview of the steps the reader needs to take. The map tells people WHAT to do, but it doesn't tell them exactly HOW to do it. And that's where your backend offer comes in, as it fills in the gaps of either your process map or your mind map.

TIP: Just as with your mind map, you can make process maps more visually interesting by using different colors, graphics and icons. Just be sure that you keep your maps clean and simple so that they're easy to follow. In other words, don't get carried away with colors and graphics, otherwise the map will look too busy – and a user may think the process looks complicated (which is just the opposite of what a good map should do for the user).

Section 2: Monetize

There are two main ways to promote an offer from within a process map or mind map:

1. Embed the offer within the content itself.
2. Include the offer in the footer of the map.

NOTE: If you're able to embed an offer within the content itself, you can emphasize the offer by including it in the footer too. In cases where the offer doesn't neatly fit into the content itself, you can embed the offer in the footer online.

Take a closer look at how this works.

Embed the Offer in the Content

You may be able to include your offer as a step, tip or idea in your process map or mind map.

For example:

- Create a process map on the topic of creating a product, one of the points may be to create the product one's self or outsource it to a freelancer. If you're sell writing services, you can create a branch from "freelancer" that promotes your writing service.
- Create a weight-loss map where one of the steps is to track one's calorie intake. At that point you can have a branch out from this step which suggests using a specific meal-planning app to make this step easier.
- Create a map about how to write sales letter headlines. When it comes to the step where readers are directed to brainstorm headlines, you include a step where they're directed to use headline templates. You can recommend a package of templates.

You not creating a long ad. You do not have the space on a process map or mind map to share a bulleted list of benefits or anything else. That's why you'll have a very short promo – generally just a line or two and a link.

- "Brainstorm headlines quickly using templates. Click here to get yours."
- "Don't want to create your product yourself? Click here to hire me to do it for you…"
- Track calories easily and lose weight more quickly using a mealplanning app. Click here for my highly recommended app.

Include the Offer in the Footer

The second place to include your offer is in the footer of your map.

You don't have a lot of room in this particular space to promote your offer, meaning you generally offer a line or two and a link.

NOTE: Since it's such a small promo, you are NOT selling the product or service itself. Instead, you are "selling" your prospect on the idea of clicking on your link. That's all. You're just throwing them a benefit or even something that arouses curiosity so that they'll click. You then need to make sure you have a good landing page (sales page) behind that link that DOES do a good and thorough job of selling the product or service.

Let me show you a few examples of what your promo may look like:

- Need help implementing these marketing ideas? Then you're going to want to get your hands on the Ultimate Marketing Guide by clicking here...
- Need a high-converting, sales-generating sales letter that really works? Put my 10 years of experience to work for you. Click here to get started...
- Dieting is delicious when you use these meal plans and recipes! Click here to learn more...

If you embed a product or service promo within the map itself, then your footer may serve as a reminder.

- Don't forget to use a meal-planning app to make dieting easier than ever. Click here to download your copy now...

Conclusion

You learned how to both make and monetize process maps and mind maps.

As you discovered, both types of maps provide a good overview of a topic. The difference is that a process map generally includes steps and "how to" information, whereas a mind map may include some steps, but overall it gives an overview of the pieces and parts of a topic (tips, ideas and so on).

In both cases, these maps are useful in that they show people what to do, but they're incomplete in that they do not give users the details of HOW to do something. That's where your backend offer comes in, which you can embed in the footer and sometimes directly in the content too.

Will a process map or mind map be a good choice for a resource for your audience? Chances are, the answer is a resounding YES. See for yourself just how well these maps work to build your list and generate backend sales by creating one as soon as possible. And do it now, while it's still all fresh in your mind!

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- Audio & Graphics Gallery
- Micro Workshops – nearly 2 dozen training sessions
- Tutorial Library – Tech tool & process tutorials
- Custom Tutorials – 18 essential tools tutorials
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- video management, tracking, quiz engine
- And much more...