

Marlon's Marketing Minute

Support M-F 9 a.m. to 4 p.m. CST.

Six Incredible Things You Can Do With Mindmaps

- Organize your projects**
- Create info products**
- Organize your brain**
- Prioritize your ideas on a GRID**
- Insert Power Point pix**
- Track information and ideas at far DEEPER levels than ever before possible**

Marlon here.

First off, if you are an affiliate, I have a special 72-hour promo going for Memorial Day Weekend (a U.S. holiday if you're in UK, Australia, Japan, Singapore, Canada or other countries).

Now, if you're an AFFILIATE, you should have received an email that links to this page:

Swagbox7

Secrets of Super Affiliates Revealed!

7

[Affiliate Login -- Check Stats Here!](#) | [Get Support](#)

**YOU
GET**  **100%**

Normally the commissions on SwagBox 7 are 50%.

When you fill this form out we'll bump you to 100%.

THIS WEEKEND ONLY -- THIS FORM GETS YOU 100% PAYOUTS

FILL IN THIS FORM TO GET BUMPED TO 100% COMMISSION

It allows you to fill out a little form and get BUMPED to 100% commissions this weekend on my Swagbox 7 promotion!

Check your email. You'll have a link to the form that BUMPS you FROM 50% commissions on Swagbox7 TO 100% only during this special 72 hour promotion. This promo is valid until MIDNIGHT CST Monday.

There is a coupon code you send out to your customers that will SAVE them money too! It's a terrific little 72 hour promo.

If you receive my emails via GETRESPONSE, then you got an email that allows you to double opt in, so you can get on the NEW infusionsoft list. I love getresponse but I can't merge in your affiliate id's there. So if you double opt in, you'll be able to get true copy and paste promos sent to you with your affiliate id already in the email.

If you aren't an affiliate, and want to START getting totally rockin' promos like this sent to you, then go to <http://www.promotemarlon.com> and sign up there.

Now, if you sign up brand new, I manually approve these so you won't get in on this promotion. But you can future ones.

PRODUCT DASHBOARD 2.0 UPDATE: The Wednesday webinar was FANTASTIC and highly interactive, unlike the first one, because I used a different service.

I'll have it posted next week. The FIRST webinar is already posted in your Info Product Dashboard 2.0 BONUS area.

ALSO – GREAT NEWS! The Optimize Press / Hosting / Wordpress Installation / Wishlist Member PDF is now posted.

1. Go to row 6
2. Click on icon 1 – Product Delivery
3. Click the link at the top of the page that goes to the NEW tutorials and videos.

You will be blown away though with what you'll be able to do. An EXAMPLE from the actual training is in the screen cap in the article below. You will see me create that EXACT site, including the sidebar, the header, ALL of it.

I have MANY trickst that will make this 10X easier. And YES, all you EXISTING Info Product Dashboard owners will get this.

Don't have it yet?

If you go ahead and snag [Info Product Dashboard now](#), you'll get to be on the new Quick Start Call this upcoming Wednesday.

Today's Article – Six Incredible Things You Can Do With Mindmaps

One of the things you'll use a LOT when you create info products are mindmaps.

Here's why:

1. It's EASY to keep track of all the details of a project or ANY information using a mindmap.

This is something that is REVOLUTIONARY but no one talks about it. MOST of us in the past kept notes on paper pads. I know I personally have reams of paper pads around here.



NOTHING wrong with using pads except that they aren't very good for managing information. I keep my BEST ideas in a series of very secretive notebooks. But this is after I've distilled down the ideas over time.

With a mindmap, I can extend branches and sub-branches and sub-branches of branches EASILY and quickly to the right. Then drag and drop them anywhere on the mindmap to re-order them.

You can scratch out stuff on your notepad but you can drag and drop a whole branch of a flowchart with sub-branches.

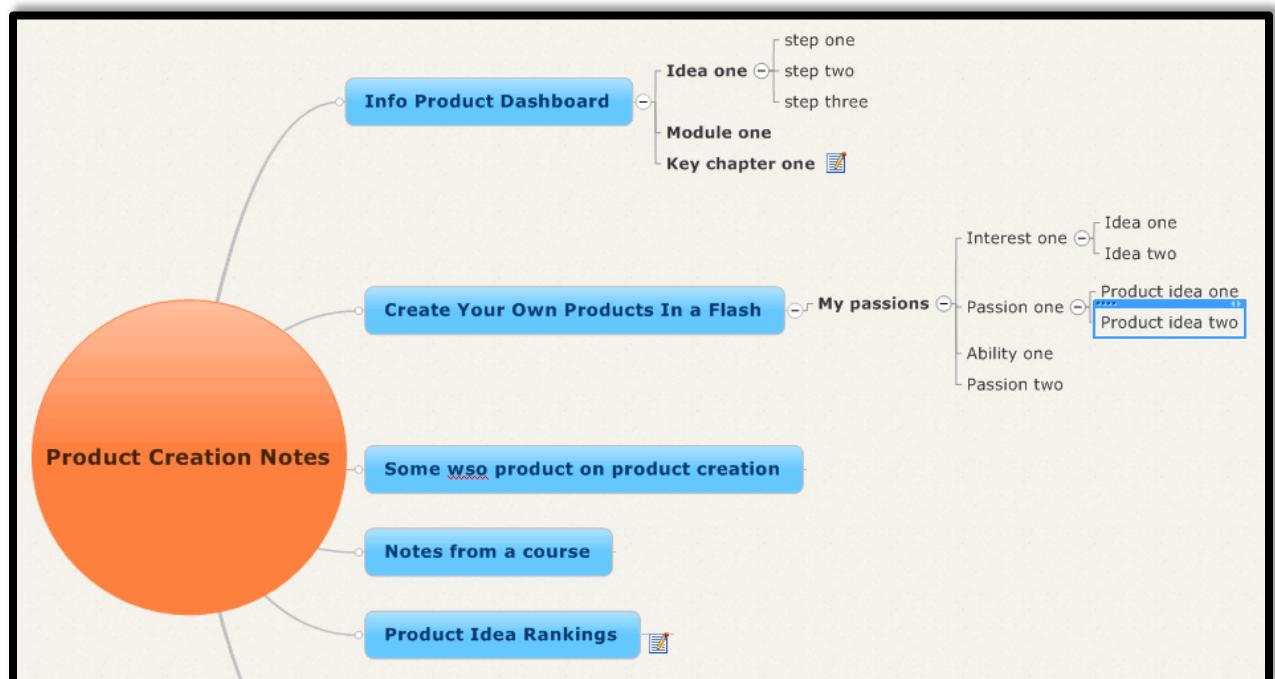
2. Easily Map Out Information and Combine Notes

This totally rocks for projects. But beyond that, you can EASILY map out information you're reading about on a topic and COMBINE notes from multiple sources OVER time!

For example, let's say you have an info product creation mindmap. Or if you create products or services for the real world, you have a mindmap just for product creation or service creation.

There you keep ALL your notes from different things you read about product creation.

You can have a different BRANCH for each product you read about product creation.



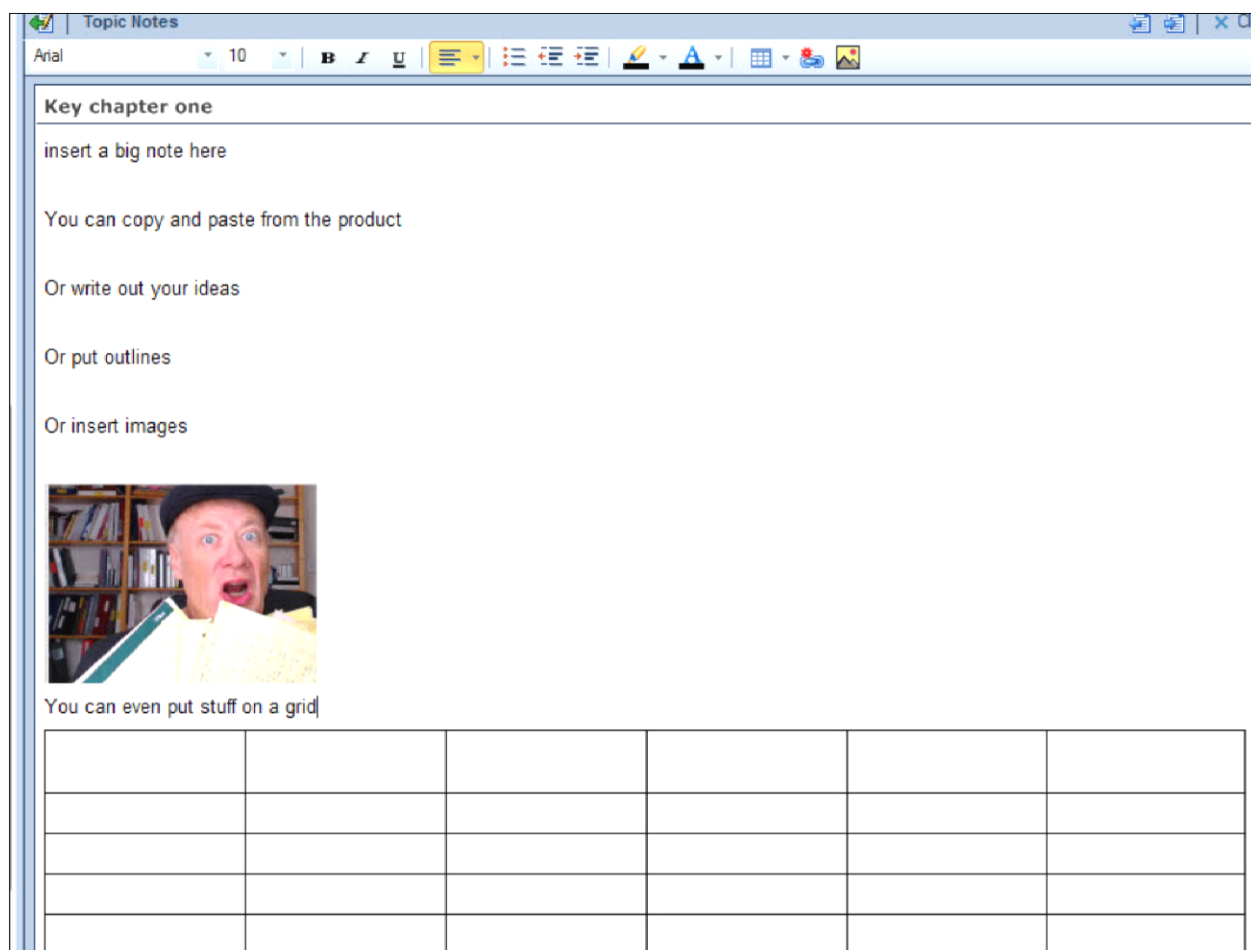
At the top on the first branch, I have Info Product Dashboard. To the right you could have your notes on each icon and have a branch for each icon. You can expand or contract branches as you want.

Or you can just take notes on the ideas you want to do or implement. Or you can take notes on the ideas the product SPARKS. So “spark ideas” can go on there.

The GREAT thing is you aren't limited because with one click you can expand or contract ALL NOTES on a branch. So you can branch as far to the right or left as you want.

3. Add in depth notes on ANY branch you want

You can add NOTES to any branch, anywhere like this:



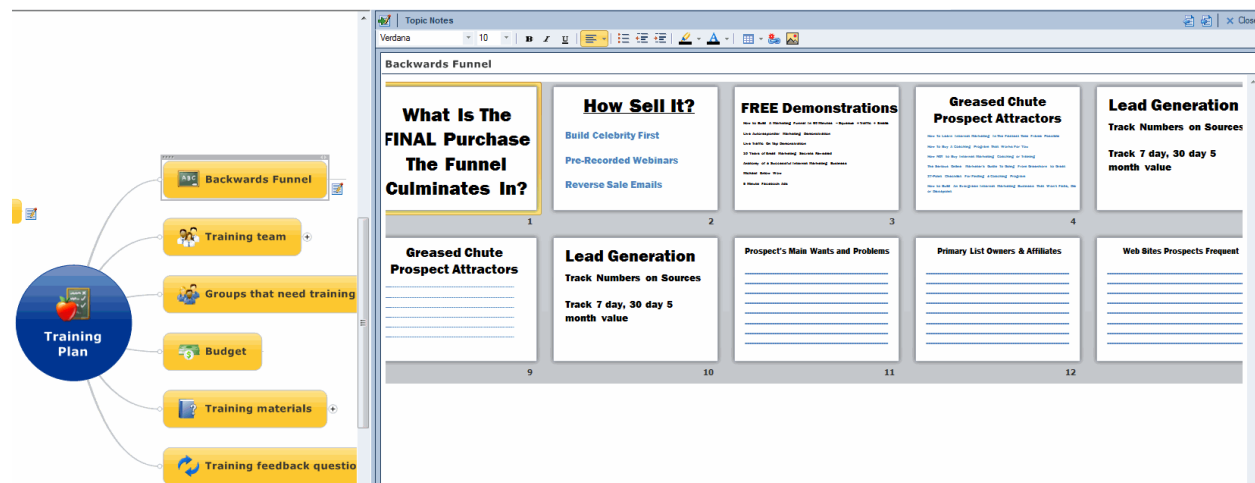
Think about this:

If you are CREATING an info product and recording it the way I teach you to in Info Product Dashboard, you can simply click open a note on your mindmap and have pictures, illustrations, flowcharts, grids, notes – ANYTHING YOU WANT!

Then with one click you close it up and go to the next branch.

4. Insert Power Point Slides in your notes

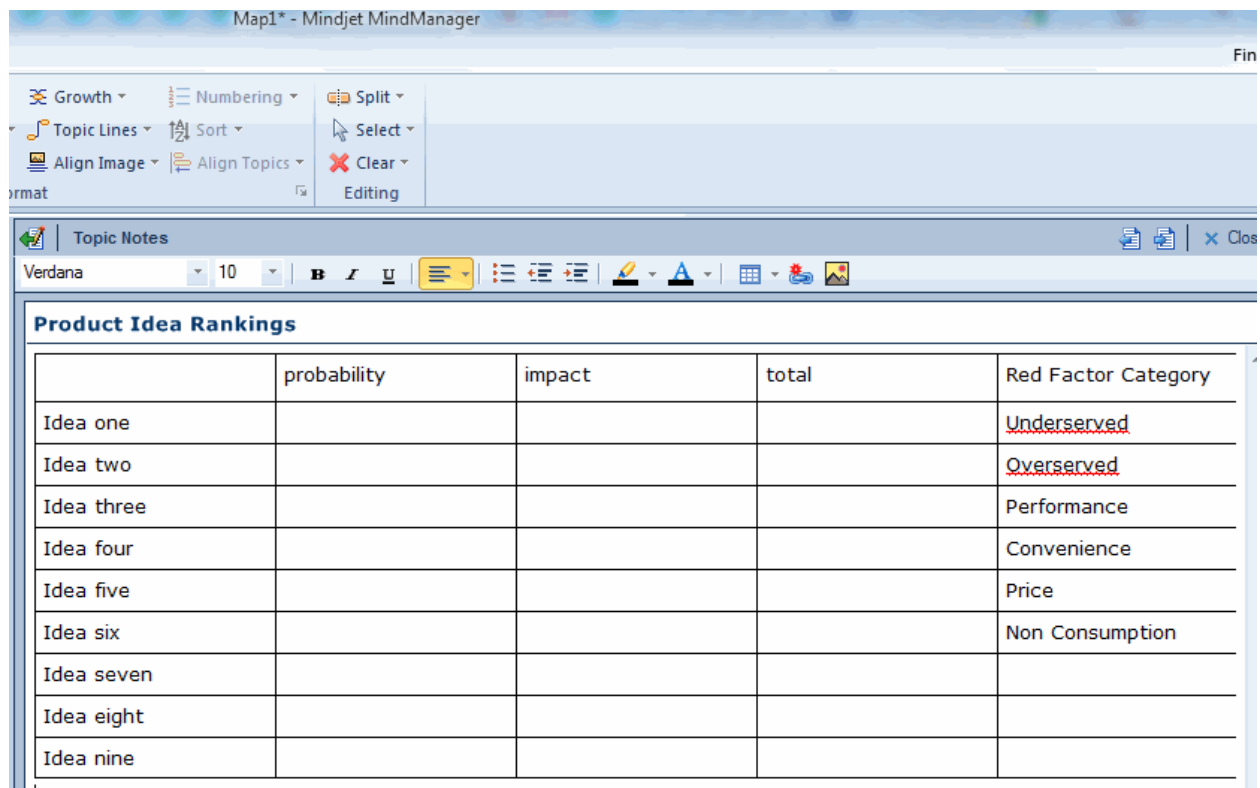
You could even put Power Point Slides inside of your NOTES! Here are some slides for an Ateam training session that I inserted as NOTES in this Mindmap. Now the whole slide series can be referenced in one click without opening Power Point.



5. Insert GRIDS to prioritize new product ideas or promotion ideas, or ideas of any sort or type. Or just map out info on a grid for clarity.

I like to prioritize my product ideas according to impact x probability. I cover this concept in-depth not only in Overwhelm Cure but in the Round Table recordings. I also talk about it briefly in Info Product Dashboard.

Here's the thing: You CANNOT have random ideas swirling around in your head and be maximally productive. Get those ideas out onto a grid and RANK them using a few simple criteria that make sense to you.



The screenshot shows the Mindjet MindManager interface. The 'Topic Notes' pane is active, displaying a table titled 'Product Idea Rankings'. The table has five columns: an empty column for idea names, 'probability', 'impact', 'total', and 'Red Factor Category'. The 'Red Factor Category' column contains the following entries for ideas one through nine: 'Underserved', 'Overserved', 'Performance', 'Convenience', 'Price', 'Non Consumption', and three empty rows for ideas seven, eight, and nine.

	probability	impact	total	Red Factor Category
Idea one				<u>Underserved</u>
Idea two				<u>Overserved</u>
Idea three				Performance
Idea four				Convenience
Idea five				Price
Idea six				Non Consumption
Idea seven				
Idea eight				
Idea nine				

If you own Red Factor, then you could have a column where you make notes about underserved, overserved, non consumption and the other elements related to product ideas.

You can use grids in there to implement what you learned in my Overwhelm Cure product.

Or you can use Grids to map out ANY kind of information for clarity or to aid you in PRESENTING the information in a screen capture video for an info product.

5. Use your mindmap as the LAUNCHING POINT for your screen capture video presentations.

Now, you don't want to stay in the mindmap the whole time, unless you've added pictures and images in the notes. People get bored fast.

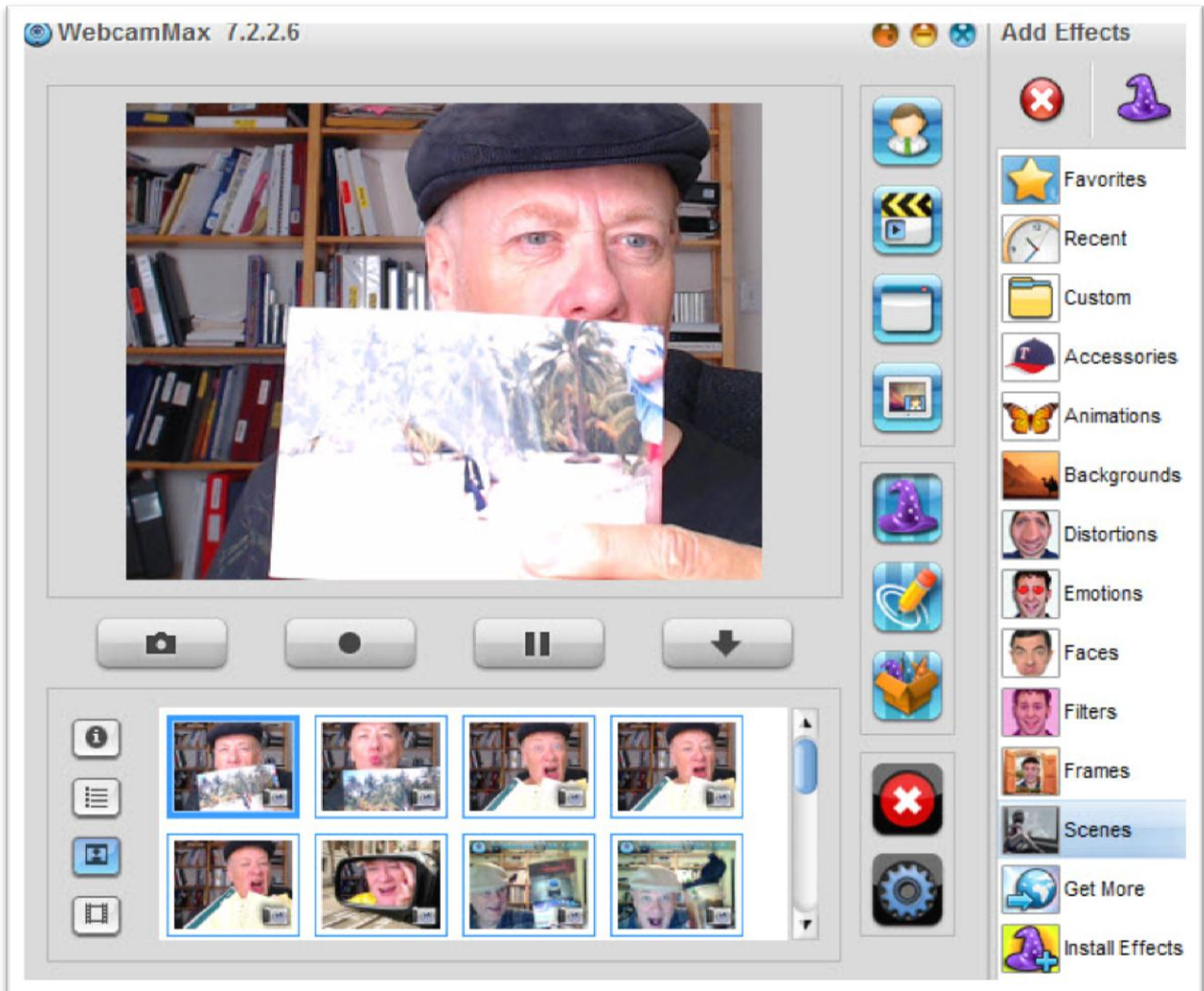
Instead, you use the Mindmap as the basis for ORGANIZING the presentation and the flow of ideas.

Then you can bounce FROM the MINDMAP to websites, things on your hard drive or even VIDEO.

Think about this.

You can use something like Webcam Max or other video software to SHOW your video on the screen. You can just be talking OR you can hold up things to the video camera to make it a show and tell format.

If you record this at 29 or 30 frames per second, THEN you'll have full blown video that isn't herky jerky but you can switch BACK TO your mindmap to keep the presentation organized neatly and to keep YOU on track.



That is Web Cam Max. You could use any webcam software to show your video on the screen. Or even Sony Vegas or Final Cut Express. I think you can run a live stream into those.

Anyway, the idea is that you can switch back and forth among:

1. The Mindmap
2. Your live streaming video
3. Websites

And you can add OTHER things like Skype conversations to that mix, either with live video or text only.

6. Display your Mindmap in Hotconference, Gotowebinar or Clickmeeting.com.

I love the interactivity of Hotconference.com and Clickmeeting.com for DELIVERING Masterminds or creating interactive info products.

If you put 10-15 people on a Hotconference or Clickmeeting (they can be comped), you can talk about your mindmap and INTERACT with the attendees.

This makes for a very interesting, ROBUST info product or bonus that you can do FAST.

If you get the “blank mind syndrome” when you sit down to record an info product, THEN this is for you.

By having LIVE participants in a chat room who ASK questions as you talk or make comments, you can FLOW with the material and info, instead of starting at a blinking Camtasia recorder light!

For the illustrations in this PDF, I used Mindjet version 9, which is not the most recent version.

You can use many programs for mindmaps, including Xmind.net, [Freemind](#) (which is FREE...no excuses), [bubbl.us](#) which is free, and a variety of programs for the MAC...yeah, you can Mindmap on the Mac!

I personally prefer Mindjet, but there's a program for every use, taste and budget.

Best wishes,

Marlon Sanders

PS: Here are just a few of the things ALL INFO PRODUCT DASHBOARD owners will learn in the Product Dashboard 2.0 (I'm grandfathering existing owners):

- You add your header graphic URL to the general settings tab. You click your membership page but NO HEADER! How come? Here's the 35 second solution to make your header graphic appear.
- You have a header that looks totally jacked up! Do you know how come?
- Ever see those vertical lines or seams on the left and right sides of headers? That's a nasty little problem to get rid of but here's a neat trick that does it.
- Want to have a header EXACTLY like this one on your membership site? I'll show you LIVE on camera how to have it 100% done and install customized with YOUR words in under 5 minutes.
- You buy a hot looking header graphic from my recommended source, you open it and BOOM! You get this annoying message. Do you know how to fix this problem simply, quickly and easily – without jacking up the header?
- On one of the Module pages, you select the module image but NOTHING shows up! How come?
- You want your videos to play on iPhones and iPads? What's the 10 second trick that makes this happen?
- You have video on /Amazon AWS but it's loading SLOW. You need to "optimize your video: Right? WRONG! You need to CHANGE your Amazon setting so it puts your video on servers around the world. You can do this with an extremely simple tweak in a minute or two. Even some advanced marketers don't know this one.

- You input your header URL into Optimize Press, click save, view and WHAM! It goes to all heck. What's the problem here and how do you fix it with 3 little, teeny tiny numbers?
- You're in sales template 3. You add your header image url. You save. You refresh. You wave your joy stick. NOTHING will cause your \$#()%\$*# header to appear on the stupid page. How come?
- To properly create your header image, should you UPLOAD it or paste in the URL?
- Should your header graphic be 35 kb, 49 kb or 75? What's the right answer?

That's NOT all the bullet points. It's just some of 'em. I THOUGHT I'd have this new info loaded into Product Dashboard this past week. But as you can see from the above points, I'm really delving deep into this to get you a totally awesome result.

We'll have these videos added next week AND if you snag Info Product Dashboard right now, you'll get to be on the NEW Quickstart Call this Wed. or get the recording of it in your member's area.

I wasn't happy with the one I did last week, so I'm re-doing it.

<http://www.ProductDashboard.com>

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Finally, if you don't subscribe to Paul Myer's ezine at talkbiz.com, I highly recommend you do it. Paul is a friend and a very talented marketer who deserves your readership, and you'll be better for reading him.

Also a shout out to Joel Peterson who prepared an amazing [presentation for my folks on how to do webinars.](#)

What I Believe In

1. I believe that being an affiliate is a good way to learn to build lists and get practice under your belt
 2. I believe that long-term creating and promoting products is the path to longevity and evergreen income.
 3. I believe that seeking short-term instant “done-for-you” cash slows down your learning curve
 4. I believe that a get-rich-quick mindset is counter productive
 5. I believe you make the FASTEST progress by learning the basics first
 6. I believe that most people don’t do anything wrong. They don’t do anything and THAT’S what’s wrong (credit to Ben Feldman).
 7. I believe you don’t have to get it right. You just have to get it going. (credit to Joe Shroeder)
 8. I believe that YOU are the U in USP (unique selling proposition). Therefore you can create unique products that are differentiated and provide value.
 9. I believe people fall into 2 categories: Value Creators and Value Thieves or freeloaders
 10. I believe in being empowered and taking responsibility for your own results.
 11. I believe the one thing that separates you from other organisms is the ability to learn by reading and listening, by language.
 12. I believe that the ability to communicate is the foundation of all future wealth, thus it is the most important commodity
 13. I believe most people seek the easy way out. Thus, the path to freedom is the road not taken.
 14. I believe it’s bad luck to end lists on the #13.
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