From Bitten Nails To Easy Sales

Strategy #10

How to Create and Cash-in With Priceless Business Process Mind Maps

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From Bitten Nails To Easy Sales!

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How To Create & Cash In With
Priceless Business Process Mind Maps

Training Notes

3d Consulting Services

<u>**Contents**</u>

Introduction

Not everyone thinks in a linear fashion. That's why some people prefer to view process maps or mind maps – which visually organize information-- versus simply reading instructions about how to complete a task. That's because these types of maps show viewers how to complete a task at a glance. Just follow the workflow through the map, without having to read a lot of extraneous information.

Because these maps are a little bit different than what others in your niche are offering, they tend to be popular. And that's why you'll want to consider offering these sorts of map as a giveaway, both to build your mailing list and to generate sales on the backend.

You'll get good results with these maps, because they are so useful that people tend to keep them close and refer to them multiple times as they work through a process. You may even encourage your prospects to print out the map and hang it up in their work area, so they'll see the map regularly – maybe even daily.

End result? Your prospects are going to see your links and calls to action every time they look at the map. And that means you not only get to develop top-of-mind awareness with your audience, but you'll also enjoy high conversion rates due to the regularity with which your prospects view your map.

Sounds good, right? So, let's take a look at how to create and cash in with process maps and mind maps so that you can start reaping the rewards too. Read on…

Section 1: Create

Let's start by taking a look at how to create your process map or mind map. Here are the steps…

Step 1: Decide on a Format

As always, you can't create a single word of this giveaway until you decide what you're going to sell. That's because you want to create a map that naturally leads to the paid product and is a good overall fit with the topic.

For the purposes of this discussion, we're 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. You'd 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 make a decision.
>
> *For example*, you might create a process map around setting up a blog. The steps might include picking a domain, finding web-hosting, down-loading the WordPress.org files, editing these files as required… and so on (all the way through installing and customizing the WP blog).

What you want to do now is take a look at the product you intend to sell, and then think about whether a process map or mind map is more suitable as a giveaway.

> *For example*, 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're selling a weight loss product, 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 then sell your dieting guide on the

backend, as it will explain all the main ideas and child topics in detail to the customer.

So, here's the bottom line…

If you need to share a step-by-step process, then you'll 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've picked your topic and you've decided on the best format (process map or mind map) for that topic, you can move onto the next step…

Step 2: Determine What to Include

Now that you've decided on a format, you need to decide what all you're going to include in your map. Here's how to do that:

Part 1: Brainstorm.

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

Specifically:

➢ If you're doing a process map, then brainstorm all the steps and "sub-steps" involved in the process of completing the task. Take note of any point where someone needs to make a decision.

➢ If you're creating a mind map, then brainstorm all the topics and sub-topics that branch out from your main topic. These topics could include steps, tips, ways, and other ideas.

After completing your initial brainstorming, then move onto part 2 of this step…

Part 2: Research.

It's likely that 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.

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

Once you've completed your research, you're ready for the final step…

Step 3: Develop Your Map

Now that you've outlined all the information you'd like to include in your map, your last step is to actually 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

- MindMapper.com

- LucidChart.com

- FreeMind
  at http://freemind.sourceforge.net/wiki/index.php/Main_Page

Pick the one that best suits your needs, and move onto the next step…

Now what you need to do is lay out your information in an orderly way. Let's look at process maps and mind maps separately…

Mind Maps

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

Let me give you an example. Let's suppose your main topic is writing a sales letter. For this mind map, don't lay out the steps for writing the letter, as that would be a process map. Instead, show 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 even 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.

And similar.

So as you can see, 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 & engaging, you can use different font colours 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.

We'll talk about monetization in more detail in a few moments. But firsts, let's take a look at what a process map looks like…

Process Maps

Like the mind map, the process map gives your viewers a great overview of a process. However, in this case you're 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 sort 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.

In some cases, your map may branch out in different directions depending on what decision the user makes at a particular point.

For example, let's 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. In essence, this sort 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).

> **TIP:** Just as with your mind map, you can make process maps more visually interesting by using different colours, 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 colours 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).

As you can see, this sort of map gives an overview of the steps readers need 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.

Now, let's take a look at monetization …

Section 2: Cash In

There are two main ways to promote offers 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, then you can emphasize the offer by including it in the footer too. Otherwise, in cases where the offer doesn't neatly fit into the content itself, then you can embed the offer in the footer online.*

Let's take a closer look at how this works…

Embedding the Offer in the Content

Depending on what you're selling, you may be able to include your offer as a step, tip or idea in your process map or mind map.

> ### *For example:*
>
> ➢ If you're creating a process map on the topic of creating a product, one of the decision points may be to create the product yourself or out-source it to a freelancer. If you're selling writing services, you can then create a branch from "freelancer" that promotes your writing service.
>
> ➢ Let's suppose you're creating 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.
>
> ➢ Perhaps you've created a map about how to write sales letter headlines. When it comes to the step where readers are directed to

brainstorm headlines, you may also include a step where they're directed to use headline templates. You can then recommend a package of templates.

In all cases, you're not creating a long ad. You simply 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.

> *For example:*

- "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 meal-planning app. Click here for my highly recommended app.

Finally…

Include the Offer in the Footer

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

Again, you don't have a lot of room in this particular space to promote your offer, which means you'll 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 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 really 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 a little 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 begin…

- Dieting is delicious when you use these meal plans and recipes! Click here to learn more…

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

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

Now let's wrap everything up…

Conclusion

You just learned how to both create and cash in with process maps and mind maps.

As you discovered, both of these 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 don't 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 giveaway 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!

Has this this short report proven helpful?

Hopefully, it's provided you with a solid introduction as to how you might create your own business process mind maps and help start to accelerate your business growth, if that's one of your primary, long-term objectives. However, I'm sure that you realise that there's a great deal more you'll also need to do in order to get your business to the level that you truly want.

So, if you want help with growing your business quickly, head over to…

www.3dConsultingServices.com

and see how else we can help you achieve your long term goals faster.

I guarantee you'll be delighted that you did!
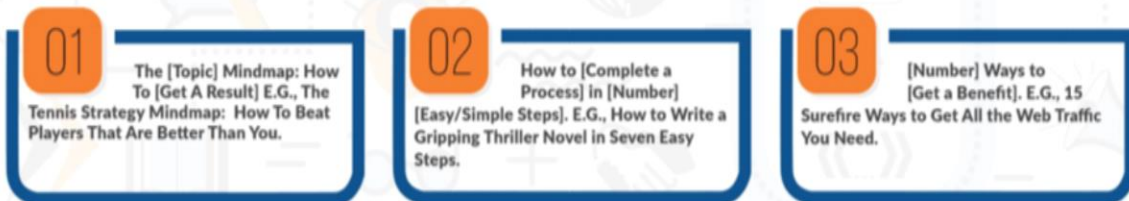
Appendix – Process & Mind Maps Planner

THE PROCESS & MIND MAPS PLANNER

PROCESS MAPS AND MIND MAPS PRESENT INFORMATION IN A NON-LINEAR AND VISUAL FORMAT, WHICH MANY USERS PREFER.

TIPS AND SHORTCUTS

Encourage users to print off the process map or mind map. If they hang it up, they'll see your link and call to action often.

Be sure to offer a professional layout. You can use a tool like Canva.com, or outsource it to a professional.

Want to offer something completely unique? Create an animated process map to go along with your text-based map. That is, offer a video that walks prospects through the process.

TITLING TEMPLATES

01 The [Topic] Mindmap: How To [Get A Result] E.G., The Tennis Strategy Mindmap: How To Beat Players That Are Better Than You.

02 How to [Complete a Process] in [Number] [Easy/Simple Steps]. E.G., How to Write a Gripping Thriller Novel in Seven Easy Steps.

03 [Number] Ways to [Get a Benefit]. E.G., 15 Surefire Ways to Get All the Web Traffic You Need.

FREQUENTLY ASKED QUESTIONS AND ANSWERS

Q. Should I create a mind map or a process map?
A. If you need to share a lot of tips, ideas, or a similar overview of a topic, create a mind map. If you're sharing a specific how to process, then create a process map.

Q. What types of products can I sell on the backend?
A. While you can sell most anything, information products work best. That's because your map can give an overview of a topic, and the product can fill in the "how to" details.

STEPS:

STEP 1:

Decide on a Format.
Ask:
- Would the content be better served by a process map or mind map?
- Would prospects prefer a process map or mind map?
- Which type of map would do a better job selling the backend product?

STEP 2:

Determine What to Include.
- Brainstorm tips and steps for your map.
- Research what tips and steps others have included.

STEP 3:

Develop Your Map.
- Organize your information into a useful format.
- Create graphics to add value to your map.
- Include a link and call to action at the end of the map.
- Search images.google.com for examples and design ideas.

MIND MAPS AND PROCESS MAPS SHOULD BE DETAILED REPRESENTATIONS OF WHAT TO DO WITH YOUR BACKEND OFFER THAT PROVIDES INFORMATION OR TOOLS TO HELP THEM COMPLETE THE PROCESS.

CLICK HERE For A Step-By-Step Training Tutorial For Creating This Type Of Lead Magnet | **3dConsultingServices.com**

About The Author:

Do you ever wish there was an easier way to attract clients?

If you're thinking "Yes, I do!" you're certainly not alone. Many professional service providers feel exactly the same way as you because their expertise is in providing the service that they are qualified to provide, rather than in the selling of it.

And just imagine for a second how much easier it would be, how much happier you'd feel and how much more you could be earning if suddenly you discovered the secret to having a crowd of clients wanting to engage you, rather than you having to go out searching for them.

If our paths haven't crossed before, let me introduce myself. I'm Tim Dodd, a former chartered accountant and specialist business workflow consultant. In simple terms, I help clients put in place processes that attract potential new business automatically.

If you are an entrepreneurial business owner or professional service provider, who would like to automate their lead generation, prospect follow-up and business relationship building processes in order to spend more chargeable time working with your best clients, doing what you enjoy doing most, then I am certain that I can help you to achieve that goal.

If you like the idea but aren't convinced I'd be able to help your particular business, make an appointment to speak with me today and find out why I'm so confident that I can.

Just head over to www.3dconsultingservices.com/call and select the appointment time that is most convenient for you.

There is no charge, and when we talk, I promise to provide you with at least one strategy you could implement immediately, which will transform how you win new clients in the future!

And, whether you decide to get in touch or not, may your God always go with you and continue to guide you along the path you've chosen and were created to pursue in order to prosper and live a uniquely fulfilling life.

I truly look forward to speaking with you.

Tim

These Days Traffic Generation Isn't A Problem. Convincing Browsers To Buy Is The Challenge! Yet, A Few Little Tweaks To Your Website Can Soon Fix That When You Know What To Change...

Closure!

How To Convince Buyers Your Service Delivers The Outcome They Want

Tim Dodd
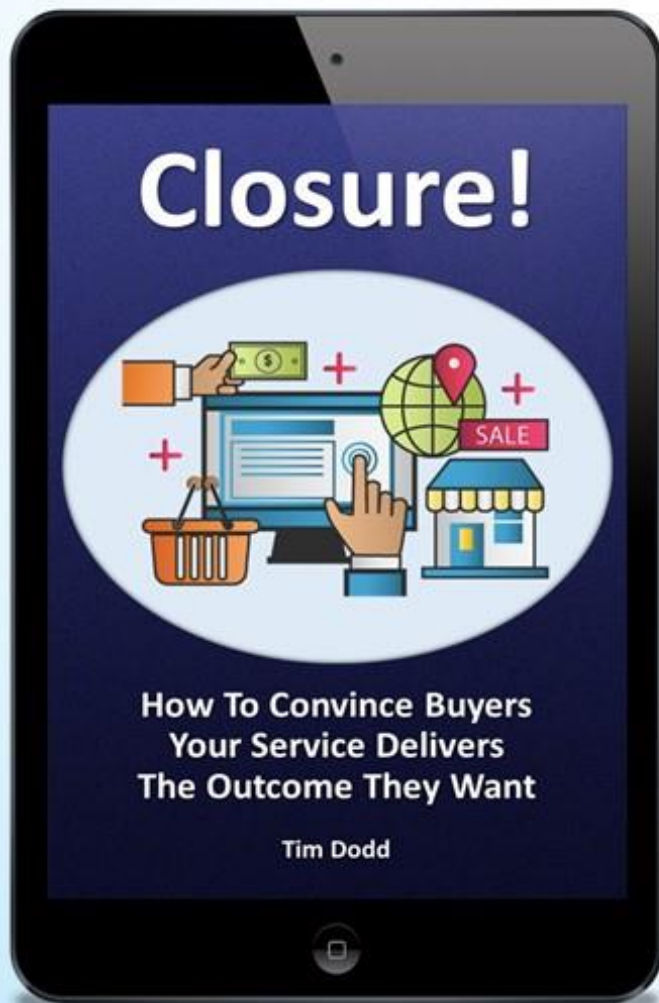
Readers Who Implement These Changes Truly Appreciate The Difference It Makes To Their Sales!

Every self-respecting business owner would like more paying customers. It doesn't matter what you sell, the end goal of being in business is to keep finding people who want and, more importantly, are in a position to buy the product or service you offer.

So if you have a website and want to learn how you can easily set yourself apart from other suppliers in your marketplace, take a proper look at this easy to follow guide right now. Then start by completing the first exercise and very soon you'll see it yield truly excellent returns on a tiny investment!

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Magnify Your Mission : Multiply Your Reach

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