Roger C. Parker Mind Mapping for Marketers and Writers Sept 21, 2005

1. Elsom intro
2. Let's start with a title question: why did you suggest to me that we bundle "marketing" and "writing" into a single session?
3. So, why you recommend Mind Mapping as a solution for both marketers and writers?
4. But, what is Mind Mapping? I seem to remember it involves colored markers and paper.
5. So, what can marketers and writers do with Mind Mapping? What's an example of solution to a problem shared by both marketers and writers?
6. What kind of writing are you talking about when you say "Mind Mapping can help writers?"
7. What about developing new ideas?
8. What's the mininum you need to know to make the most of Mind Mapping?
9. What are some additional ways marketers and writers can use Mind Mapping?
10. Do you have specific tips to share?
11. What resources are available?
12. What's a good starting point for exploring Mind Mapping? How much do you have to spend?
13. Are there any closing comments or questions you wished I had asked?
14. Elsom close.