



## Hobart Swan

Researcher, Writer, Social Media Practitioner

### Distilling, Organizing Text

#### Industry:

Writing, Social Media Marketing

#### Challenge:

I conduct a lot of interviews as part of my business creating content for technology and technology marketing companies. This can be a very complicated, messy, and time-consuming process..

#### Toolkit:



ConceptDraw  
MINDMAP

#### Solution:

Use ConceptDraw MINDMAP to bring a structured and clear view of the complex information ..

#### Benefits:

Using previous methods, it would usually take me as much as 20 hours . Using ConceptDraw MINDMAP I can get the same amount of work done in about 8 hours. — a 60% reduction in my time.

I conduct a lot of interviews as part of my business creating content for technology and technology marketing companies.

After each interview, I send my audio recording to a transcription service to have them turn it into a text document. A typical 30 - minute interview creates about 15 pages of copy.

Where I make my money is by combing through the document to find the most interesting and educational parts of the interview.

This can be a very complicated, messy, and time-consuming process — one that I have tried to approach in a number of different ways.

*“Using ConceptDraw MINDMAP I can get the same amount of work done in about 8 hours - a 60% reduction in my time.”*

I’ve tried printing out the narrative and physically cutting it into strips, which I then organize all over my desk.

One gust of wind, though, and it’s back to square 1. I’ve also tried cutting and pasting the text document itself, but it is so easy to get overwhelmed by and lost in all the text. I’ve tried outlines, index cards, magic markers, and flip charts.

Everything was just too unwieldy. Then I discovered ConceptDraw MINDMAP.

Here's an example of a map I did recently to make sense out of an audio recording I made of a speech by the CEO of a technology company.



Creating this kind of document is as easy as dragging and dropping the text from my Word document into MINDMAP. I can scroll down through the text, highlight chunks of it, and attach them to either the center of the map or to a branch I've created, creating an information hierarchy as I go. When I've entered all of the text (again, this is usually about 15 pages or so), I can step back and rearrange the branches to make as few branches as I can. This step helps me understand the main points of the person's presentation or speech.

My next step is to drag and drop the branches into a logical order. I usually create new branches for my Introduction and Conclusion, and see if any of the content I've already put into the map can be used to populate these two branches.

I then go through each branch, reducing the text to a minimum and keeping intact any quotes I want to use in the final document. When I'm finished with this step. I export the entire map to Microsoft Word, add language to connect the chunks of content I've brought in from ConceptDraw, add transitional language, paragraph heading, and a title, applying formatting, and I'm done.

*“Where I make my money is by combing through the document to find the most interesting and educational parts of the interview.”*

Using a map this way makes my job a great deal easier than anything else I've tried. Not only does it help me manage thousands of words and pages of text, it also helps me wrap my brain around the content— to see what really are the main points the speaker is trying to make.

Using those previous methods I described, it would usually take me as much as 20 hours to create the customer stories, executive blog posts, or articles that pay my bills. Using ConceptDraw MINDMAP I can get the same amount of work done in about 8 hours — a 60% reduction in my time.

*“Now I’m so efficient that I can get more done in less time, and use those extra hours to look for new business.”*

Now I’m so efficient that I can get more done in less time, and use those extra hours to look for new business, get work done around the house or, from time to time, go find myself and my family a nice, warm tropical beach.



## CS Odessa

Corporate Headquarters  
CS Odessa, Ltd.  
29 Frantsuzskiy Blvd.  
Odessa, 65044, Ukraine  
Fax: +38 (048) 728-7013

Americas  
CS Odessa LLC  
1798 Technology Dr Ste 244  
San Jose, CA 95110-1399, USA  
Toll free (US/Canada): +1 (877) 441-1150  
Main Phone: +1 (408) 441-1150  
Fax: +1 (408) 441-1138  
Customer Support: +1 (877) 441-1150  
+1 (408) 694-3213