The Author Johannes Epple Uses MindMeister to Brainstorm, Create Characters and Develop His Fictional Stories.

SUCCESS STORY

Johannes Epple
Author

REGION

Austria

INDUSTRY

Publishing

WEBSITE

www.labor-verlag.at

- Easy onboarding and sharing through Google Drive

- Quality control at client meetings through the use of map templates

- Live mind mapping during presentations improves engagement

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I don't care much for technology and never thought it could improve my writing skills. But then I tried MindMeister and realized that I had been prejudiced.

Johannes Epple, Author

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Johannes Epple is a young author from Austria, currently working on his fourth book after publishing a collection of short stories and two contemporary novels. He doesn't care much for modern technology, as he himself puts it, and has gone through most of his literary career using pen and paper to scribble down notes and ideas for his stories. That is, until he discovered MindMeister.

"A colleague of mine suggested MindMeister when I told him that I had come down with a bad case of writer's block. It happens to the best of us – the creative flow just stops and you stare at a blank page for days or weeks at a time." Johannes reluctantly tried MindMeister to brainstorm and was surprised when the ideas suddenly started flowing again. "Of course I had heard of mind mapping before and knew how it could be used for creative brainstormings. But all that drawing just seemed like too big of an effort. When I tried MindMeister, I was surprised at how easy it is. I don't have to think about the tool or its appliance at all and can focus completely on the creative process."

G Suite

Uses & Benefits

Besides curing the occasional writer's block, Johannes now uses MindMeister to keep track of deadlines, collect research notes and structure the plots of his stories. "I don't necessarily have to plan every little detail of a novel up front, but mapping out the important parts helps me keep a clear picture of where my story is headed," he says.

Johannes also creates "character maps" for his protagonists, where he maps out their fears, motivations and relationships with other main characters. "It's important to be true to your characters and let them dictate the story rather than to create a certain story and force it onto them," he explains. "Mind mapping enables me to better understand my characters so I can do exactly that."

The Result

Since he started using MindMeister, Johannes has never faced writer's block again. Instead of staring at a blank page, he simply starts a new mind map and lets his brain do the creative work for him. Some of his best ideas were found during MindMeister brainstorming sessions.

G Suite