Disruptive Publishing

Write and Publish Short Non-Fiction KINDLE EBooks

Module 3

How to write like a ninja

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How can we use the 4Mat Model to attract and engage your readers?

First, we have to give them what they signed up for.
Second, we have to give it to them in the correct order.

That order is Why + What [+ Story] + How + What if?

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1. Grab the attention of the why learners.

What would your reader want to gain from reading your book?
What problems will you be solving and how will you solve them?

EG: I might engage you by asking – Would you like to make a real difference as an author and be known as an effective and engaging communicator? Would you like to know how to consistently connect with your target audience in a way that is beneficial to both you and your reader?

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2. Address the What learners.

Give the What learners what they need by telling them exactly what you are going to be covering in your book or blog or presentation.

I am going to introduce you to the 4Mat Model which is a powerful and effective way to structure and organise your content so that you get amazing results from your books and blogs and presentations.

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3. Address the How learners.

Give the How learners what they need by telling them step by step how to do what you are teaching them to do.

Here is your step by step guide for using the 4Mat Model in your writing:

1. Grab the attention of the why learners.
2. Address the What learners.
3. Address the How learners.
4. Give the What If learners something to do

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4. Give the What If learners something to do next.

This is where you give your audience ideas on how to move forward with their new knowledge.
You might ask them to do something specific like go to your website for more information, or to buy something.
Or you might simply ask them to imagine what their life would look like if they implemented their new knowledge and then ask them to act on that in some way.

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Why is it important to engage each of the learning styles in the right order?

The Why learner needs to be engaged first so that everyone knows why they are there and what to look for in the book/blog/presentation.

The What If learner needs to be engaged last because this is the part of the presentation or book where the sales take place, and if you have engaged your audience and kept them engaged, it won't feel like selling when you ask them to buy your product, or make an appointment with you, or ask them to sign up to your course. It will actually feel like a natural progression for your target audience and they will go with the flow because they will want to stay engaged.

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And finally, if you want to connect more meaningfully with your audience, you are also going to share your story – or appropriate parts of it – and you are going to do that after you engage the What learner but before you address the How learner.

Your story is your credibility. It is proof that you know your audience and your subject matter, and it will give your audience an emotional connection to you that will really surprise you. It's a beautiful thing.

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4Mat WORKSheet

Why? Why is it important to read this book?

1. What are you talking about?
2. Who you are talking to?
3. What problem/s are you solving?
4. What solution/s are you offering?

What? What is it about?

What is the big picture here?

Story

Before - During - Now

How? How do I do what you are teaching me to do?

Step-by-step

What if? What's next for me?

What is the next step you want me to take now?

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Key Learnings

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