



How to sell your ideas more effectively to have a bigger impact

A technique and workbook to help people to write presentations and copy that connects with all thinking styles to sell your ideas or client's products



Why?

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Make an impact with your work

Build a compelling case to get desired outcomes more effectively and more consistently

Connect with all thinking styles & personality types (and not just those the same as you)

Communicate in the right order to retain all listeners/readers for as long as possible for greater engagement



What?

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EXPERIENCE

Upper left brain

Upper right brain

TYPE 4 - What If?

Dynamic learning-doing and feeling. Seeking hidden possibilities, exploring, learning by trial and error, self discovery.

Creating original adaptations.

TYPE 1 - Why?

Imaginative learning-feeling and watching, seeking personal associations, meaning, involvement.

Making connections.

TYPE 3 - How?

Common sense learning-thinking and doing. Experimenting, building, creating usability. Tinkering.

Applying ideas.

TYPE 2 - What?

Analytic learning-listening to and thinking about information, seeking facts, thinking through ideas; learning what the experts think.

Formulating ideas.

Lower left brain

Lower right brain

**ABSTRACTING
EXPERIENCE**

ACTION

REFLECTION

4Mat

4Mat is a learning system used to connect with all thinking styles to assist with learning retention and to turn learning into action. Created in 1980 by world leading learning expert Bernice McCarthy this system is based on discoveries from many different learning studies. The fundamental principal is the understanding and identification of four main learning types.

It is important to follow the order spelled out in this worksheet, specifically, to capture the most quick thinking types first, to deliver the details that each thinking type needs in order to make a decision and act.

We propose this system is applied effectively for marketing copy and for presentations for more effective communications and to turn learning into action.

This diagram to the left explains the four different types and aligns them with the brain hemisphere that is dominant for these thinking types, in order.

More on this system is available [here](#).

How?

4Mat Outline

Use the supplied worksheet using this guide, to plan your presentation using the prompting questions designed to connect with each learning type. Deliver the copy or presentation in the order noted, beginning with Type 1. This worksheet positions the thinking types relative to the brain hemisphere in action for the specific learning type.

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1

PURPOSE: Before beginning be certain of the purpose of your communication or presentation

5

TYPE 4 - What If? What Else?

What could be wrong with your theories?
What could go wrong and what are you doing about it?
What else do you know?
What needs to be done next?

TYPE 1 - Why?

Why is it worth reading?
Why do I need to know?
What is in it for me?

2

4

TYPE 3 - How?

How does it work?
How can it help me?
Show me the details
How does this meet objectives?

TYPE 2 - What?

What is it that we are reviewing?
What are the contents?
What should I expect?
What is the model or definitions?

3

4Mat Presentation Planning Worksheet

Use this worksheet to plan and draft your presentation by filling out each box as directed. You can also use this as a cue card for delivering your speech or presentation directly from this page. Don't forget to check back with the outline for tips on what to include in each section. It is helpful to plan with sticky notes or in pencil to move the structure of the content around until you get it just right.



1 **PURPOSE:**

5 **TYPE 4 - What If? What Else?**

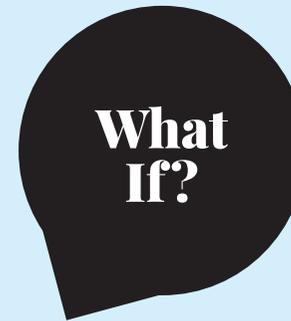
TYPE 1 - Why? **2**

4 **TYPE 3 - How?**

TYPE 2 - What? **3**

Trouble Shooting

Here are some tips and frequently asked questions when applying this to your own presentations or marketing copy.



Some of the content could fit in several boxes, which should I use?

Move the content around until you get a good flow and each of the quadrant criteria has been met. It isn't so much about the content, as it is about *how* you discuss the content in each section.

Our agency credentials are always done a certain way and it doesn't fit in this criteria, what should we use?

A lot of presentations begin with the company overview and the services offered, and often with a lot of fanfare about how amazing the company is. Beginning with this is in part answering the 'Why?' proposed in this work book, however the failing is that it is all about YOU and not about your customer and what's in it for them. Shifting your thinking to be about what your customer gets out of engaging in the presentation or ad will get them to click into gear and look for validation of why they want to buy into your ideas from the beginning.

Another problem area is that creatives use their case studies as a showcase and sometimes jump straight to them at the front, but often don't use them to explain the relevance. A good place for case studies is in the 'How?' section, using them as explanation of how you have helped other brands and how you anticipate the same thing working for them. Ultimately, everything should be about the listener or reader and your credentials are not there to rave about how good you are, but how you can help them with case studies as the proof of that.

The idea should sell itself. Why should I use this system?

Good ideas when finally executed should sell themselves or something is up. However when it is simply a concept or in presentation form and the team is receiving this for the first time, they need to understand the context. You can keep it short and still follow this process. A sentence or two may be all you need.

The 'Why?' may be related to the brief or the strategy, and which parts of that you expect to trigger with the concept you are about to present. The 'What?' could be to explain if you are going to present a single concept or a campaign and what format it is such as a TVC to 30" or a radio ad to 15". You can even show the concept itself at this point. The 'How?' may relate to the executional factors, the treatment, or the amplification and campaign roll out. 'What If?' could be to counter any objections or mis-step in the research that may impact this, how it can extend to other channels, how it can be campaignable, or appease any concerns about costs.

I've been a writer for decades and never seen this before. How is this going to be more effective?

This isn't a strategy or process that typical copywriting courses use, however many of those standard lessons can be overlaid to fit in this system. Just because there are conventions in place and it seems like everyone has been doing them, this doesn't make it right.

This format is based on proven learning research and with an understanding of human behaviour and what makes us move to action, and it is time that the best creative adopted this to take on the learning from other industries. When the listeners and readers are cluttered with content and our brains can only process 7 +/- pieces of information at any one time we need every advantage we can get. If we want to be as effective as we can, we need to perform at the top of our game and to be open to new discoveries and science. Ultimately, the true test is in the results. Try it for yourself and see the results. Or perhaps split test? Then you will know with certainty.

Another way to look at this is to use this format as a checklist to see if your work is compelling *before* going to your client, and if not - it may not be the right creative execution for the brief.

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Business coach Cert IV
Executive Coach Cert IV
Neuro-linguistics
Consumer psychology
Brand strategy
Creativity
Brainstorming techniques
Presentation skills
Pitch strategies
Copywriting
Management skills

Producer of film/video, complex VFX,
radio/audio, animation/motion design,
illustration, digital production and experiences



**What
Else?**

Suits&Sneakers is dedicated to helping great ideas get made. We care about the content we produce having a sound strategy in place that is customer-centric, and with understanding of people through neuro-linguistics and principals of psychology.

If you'd like more information about the 4Mat system you can find more on the science behind this at the link [here](https://4mat4learning.com.au):
4mat4learning.com.au

If you'd like to see how Suits&Sneakers can help you produce more effective work or to view our global roster of artists and creative talent please contact us at:
suitsandsneakers.global

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