M

THE FOURTH M

MEASURE

The mindset that separates hobbyists from professionals

3 TOMORROW'S DEEP DIVE

MEASURE isn't just about numbers

It's about building the feedback loops that make your AI systems get better automatically

We'll cover this in depth tomorrow

THE COMPLETE FRAMEWORK

The 4 M's of AI Content

Today we mastered MINE, MATCH & MAKE

WRITE THIS DOWN #5

The goal isn't perfect prompts—it's repeatable systems

Build once. Use forever. Improve over time.

NOW LET'S SEE IT IN ACTION

Theory is nice.

Watch the entire system come together

LIVE BUILD

Full System Demo

Watch me build a complete AI content system from scratch using everything you've learned

~15	4	1
MINUTES	M'S APPLIED	COMPLETE ASSET

DEMO PREVIEW

What You'll See Next

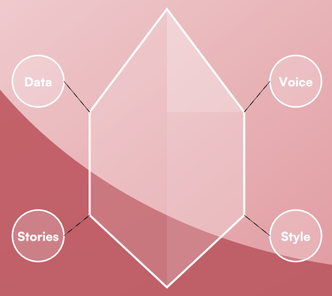
A complete walkthrough of the 4 M's in action—building a real content asset live

1. **MINE — Gather the Raw Materials**
   Collect expertise, examples, and unique data
2. **MATCH — Align to Audience**
   Define voice, tone, and reader context
3. **MAKE — Build the Prompt**
   Apply the 5-part Perfect PNG Formula

1 DEMO STEP

MINE

Gathering unique data and expertise that makes your content impossible to replicate



2 DEMO STEP

MATCH

Aligning your message with your audience's world—their language, problems, and desires

3 DEMO STEP

MAKE

Applying the Perfect PNG Formula to create content that actually converts

1. **Persona**
   Define the expert role
2. **Needs**
   Specify the exact task
3. **Gravy**
   Add rich context & examples
4. **Guardrails**
   Set boundaries & constraints
5. **Output**
   Define the format