

The 4 M's Framework

Your complete content research & creation system



MINE

Research & gather intel
from your audience



MATCH

Align content with search
intent



MAKE

Create content that
converts



MEASURE

Track, analyze & optimize
results



MINE

RESEARCH & GATHER INTEL

What Mining Looks Like



Think of yourself as a **detective**

You're gathering clues about what your audience actually wants,
what they're struggling with, and how they talk about it.

Mining Tools

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Pinterest Trends

Discover what's trending in your niche



Google Trends

See search interest over time



Comment Sections

Real questions from real people



AnswerThePublic

Questions your audience is asking

★ LIVE DEMO

Research Walkthrough

Let's mine for content ideas together



Screen recording or live demo goes here

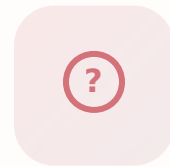


MATCH

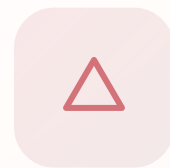
ALIGN WITH SEARCH INTENT

Match = Search Story

Every search tells a story about what someone is
trying to accomplish



Their Question



Your Answer





Perfect Match

Ask the Search Story Questions

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W

WHO

is searching for this?

W

WHAT

do they actually want to know?

W

WHY

are they searching right now?

W

WHERE

are they in their journey?

Search Story Example

Let's decode a real search

Q "mermaid birthday party ideas for 5 year old"



WHO

Parent planning a child's birthday



WHAT

Actionable, age-appropriate party ideas



WHY

Create a magical, memorable party



WHERE

Early planning stage, gathering inspiration

Your content should: Give specific, visual ideas they can actually use