

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

160



Pinterest Trends

Discover what's trending in

your niche



Google Trends

See search interest over

time



Comment

Sections

Real questions from real

people



★ LIVE DEMO

Research Walkthrough

Let's mine for content ideas together



Screen recording or live demo goes here

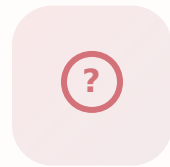


MATCH

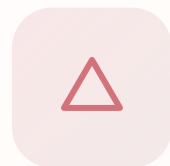
ALIGN WITH SEARCH INTENT

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



WHO

is searching for this?



WHAT

do they actually want

to know?



WHY

are they searching

right now?



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