

M

THE FOURTH M

# MEASURE

The mindset that separates hobbyists from  
professionals

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3

TOMORROW'S DEEP DIVE



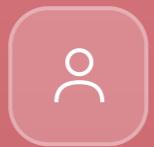
## MEASURE isn't just about numbers

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



## MINE

Your unique data  
& expertise



## MATCH

Audience alignment  
& voice



## MAKE

The 5-part  
prompt formula



## MEASURE

Feedback loops  
& iteration

- 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.  
Results are better.



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

MINUTES

4

M'S APPLIED

1

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

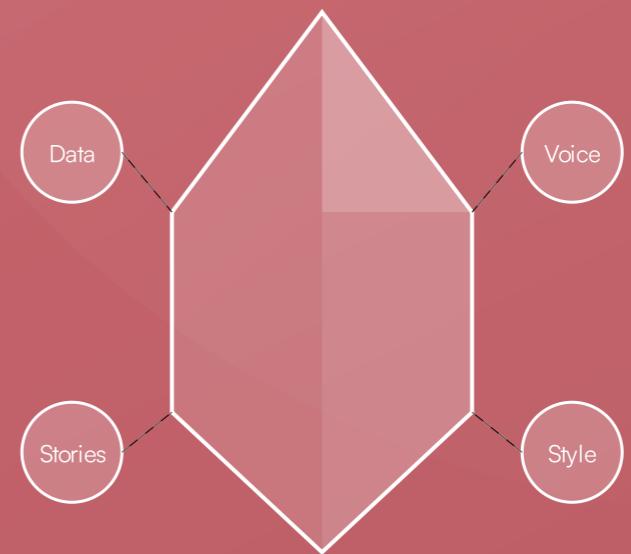
## MAKE — Build the Prompt

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