

The 4 M's Framework

Your complete content research & creation system

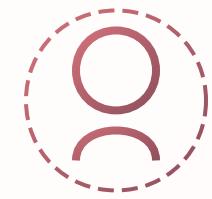




MINE

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



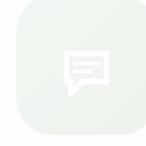
Pinterest Trends

Discover what's trending in your niche



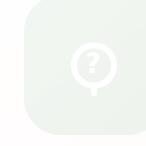
Google Trends

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



Ask the Search Story Questions

W

WHO

is searching for
this?

W

WHAT

do they actually
want to know?

W

WHY

are they
searching right
now?

W

WHERE

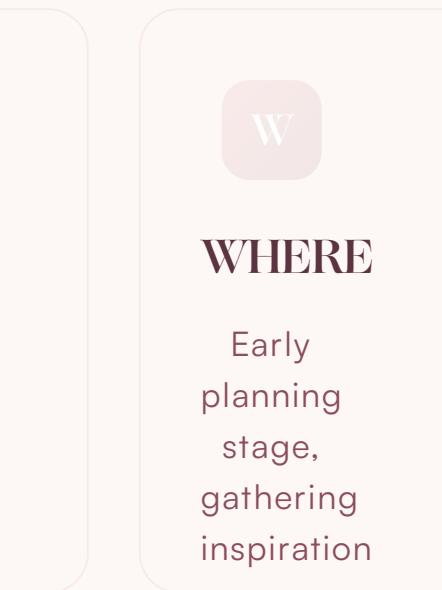
are they in their
journey?

Search Story Example

Let's decode a real search



"mermaid birthday party ideas for 5 year old"



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