

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

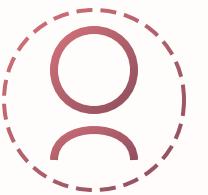
Track, analyze & optimize
results



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



Pinterest Trends

Discover what's trending in

your niche



Google Trends

See search interest over

time



Comment

Sections

Real questions from real

people



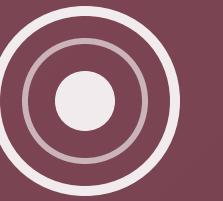
★ LIVE DEMO

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

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