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
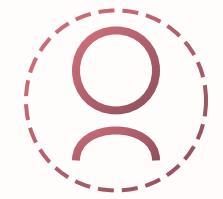
MINE

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
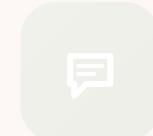
Discover what's trending in your niche

Google Trends
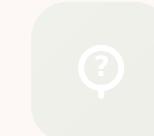
See search interest over time

Comment Sections

Real questions from real people

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

WHO
is searching for this?

WHAT
do they actually want to know?

WHY
are they searching right now?
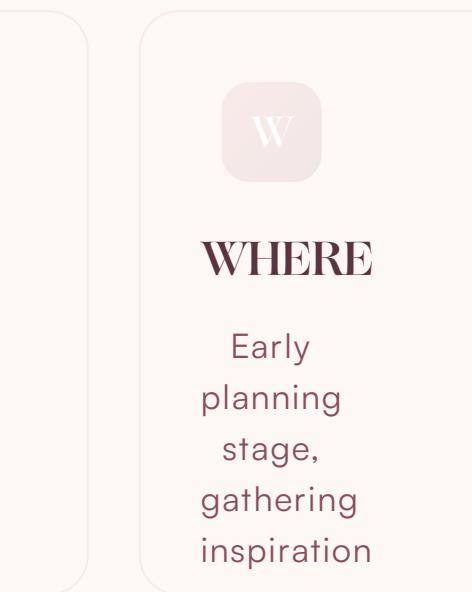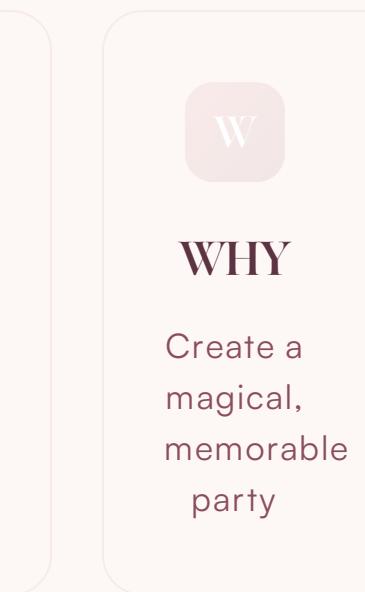
WHERE
are they in their journey?

Search Story Example

Let's decode a real search

<div>
🔍 "mermaid birthday party ideas for 5 year old"
</div>

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