

# 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

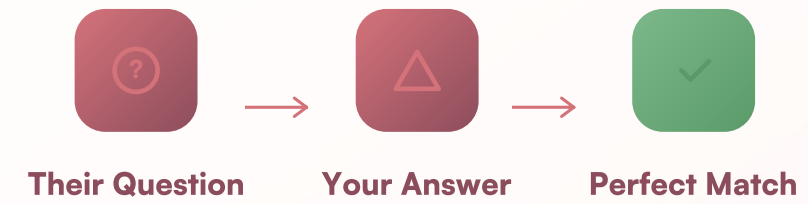


# MATCH

**ALIGN WITH SEARCH INTENT**

# Match = Search Story

Every search tells a story about what someone is  
trying to accomplish



# 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?



🔍 "mermaid birthday party ideas for 5 year old"

W

WHO

Parent planning a child's birthday

W

WHAT

Actionable, age-appropriate party ideas

W

WHY

Create a magical, memorable party

W

WHERE

Early planning stage, gathering inspiration