



NORTH STAR AI STUDIO™

PREMIUM MARKETING PLAYBOOK

The Launch Campaign Workbook

FROM STRATEGY → EXECUTION → ACTION

*“Build a launch your customers can actually follow –
and one you can actually execute.”*

ANNUAL MEMBER RESOURCE

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- + The North Star Campaign Scorecard
- + The Message-to-Asset Map

+ Campaign Asset Inventory

+ Your North Star AI Workflow

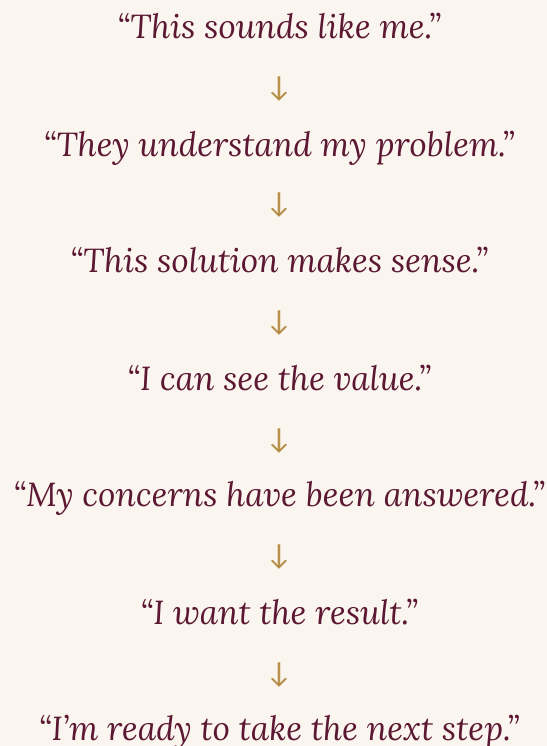
+ Questions Before You Create More Marketing

+ Your Next 5 Moves

+ Your One-Page Launch Plan

Build a Launch You Can Actually Execute

A successful launch is more than announcing what you're selling. It is a planned journey that helps the right customer move from curiosity to conviction — and finally, to action.



This workbook helps you turn your ideas, customer insights, offer, messaging, content, and marketing channels into one organized launch plan. Use it to:

- Clarify what you are really selling
- Build one cohesive campaign message
- Map the customer's path toward a buying decision
- Plan content that has a strategic purpose
- Address objections before they prevent the sale
- Decide which campaign assets matter most
- Build your launch calendar
- Track what happens during the campaign
- Review results and improve the next launch

• How to Use This Playbook

You can complete this workbook on your own or use it alongside your North Star AI Experts™.

Customer Mind Reader™

Use customer insights to understand what your audience wants, worries about, questions, and needs to hear.

Offer Optimizer™

Use your offer strategy to clarify the value, transformation, benefits, and reasons customers should choose you.

Content Creator™

Use your campaign strategy to turn the messages in this workbook into content for your selected channels.

Launch Planner™

Use your customer, offer, objection, and channel insights to create your complete campaign strategy.

NORTH STAR TIP

If you have already completed work with another North Star AI Expert, paste those insights directly into this workbook. You do not need to start over.

PART 1

Your Launch Snapshot

Start by putting the basic facts of your campaign in one place.

LAUNCH DETAIL	YOUR PLAN
Product / Service / Program / Event	
Launch Date	
Campaign Start Date	
Campaign End Date	
Price	
Primary Customer	
Primary Marketing Goal	
Primary Call to Action	
Campaign Budget	
Primary Marketing Channels	

• My Launch Goal

What do you ultimately want the customer to do?

LAUNCH GOAL

• My Campaign Goal

What needs to happen during this campaign to move customers toward that action?

CAMPAIGN GOAL

- **How I Will Know This Launch Is Working**

List the indicators you will monitor.

1. _____
2. _____
3. _____

PART 2

The Launch Diagnosis

Customers do not buy products simply because those products exist. They buy because they want something to change.

Use this section to move beyond describing your product and identify the outcome your customer is actually buying.

- **Here Is What We Are Really Selling**

THE PRODUCT

What are you literally selling?

THE PRODUCT

THE PROBLEM

What problem does the customer need solved?

THE PROBLEM

THE TRANSFORMATION

What should be different after the customer uses your product or service?

BEFORE

AFTER

THE EMOTIONAL PAYOFF

How does the customer want to feel? Examples: confident, relieved, in control, prepared, successful, secure, proud, excited, clear, capable.

MY CUSTOMER'S DESIRED EMOTIONAL PAYOFF

THE PURCHASE TRIGGER

Why does solving this problem matter now? Use a legitimate reason to act — do not manufacture false scarcity or pressure.

THE PURCHASE TRIGGER

+

● The One-Sentence Test

Complete this sentence:

FILL IN THE BLANKS

We help _____ go from _____ to _____ so they can _____.

MY FINAL VERSION

PART 3

Build Your Campaign Big Idea

A strong campaign is not a collection of unrelated posts. It has one central idea that customers encounter repeatedly in different ways. Your campaign concept should be:

- Memorable
- Simple
- Emotionally relevant
- Customer-centered
- Distinctive
- Easy to repeat
- Flexible across channels
- Connected to the customer's problem and desired outcome



CAMPAIGN NAME

What internal or public-facing name will you give this campaign?

CAMPAIGN BIG IDEA

What is the single concept around which the campaign will be built?

CAMPAIGN TAGLINE

Write one short, repeatable expression of the campaign idea.

CORE PROMISE

What meaningful outcome are you asking the customer to believe is possible?

PRIMARY CALL TO ACTION

What is the one primary next step you want the customer to take?

● Big Idea Check

Before moving forward, ask yourself:

- | | |
|--|--|
| ☐ Is this about something my customer actually cares about? | ☐ Does it naturally lead toward my offer? |
| ☐ Can someone understand it quickly? | ☐ Is the promise credible? |
| ☐ Does it connect to a real problem or desired result? | ☐ Is the call to action clear? |
| ☐ Can I use this idea repeatedly without it becoming confusing? | |

NORTH STAR TIP

If you checked fewer than five boxes, strengthen the concept before building more campaign assets.

PART 4

Map the Customer Buying Story

Your customer may not be ready to buy the first time they see your marketing. Your campaign needs to move them through a series of beliefs.

1

"THIS IS WHAT I'M EXPERIENCING."

Current State

STAGE 1 RESPONSE

What is happening in your customer's life or business before they find you?

2

"THIS COMPANY UNDERSTANDS MY PROBLEM."

Recognition

STAGE 2 RESPONSE

What can you say that makes the customer immediately recognize themselves?

3

"MAYBE THERE IS A BETTER WAY."

Possibility

STAGE 3 RESPONSE

What new idea, insight, or possibility do they need to consider?

4

"THIS OFFER APPEARS TO SOLVE MY PROBLEM."

Solution

STAGE 4 RESPONSE

How will you introduce your solution naturally?

5

"I BELIEVE THIS COULD WORK FOR SOMEONE LIKE ME."

Trust

STAGE 5 RESPONSE

What legitimate proof or credibility can you provide?

6

"MY BIGGEST CONCERNS HAVE BEEN ANSWERED."

Objection Resolution

STAGE 6 RESPONSE

What concerns need to be resolved?

7

"I WANT THIS RESULT."

Desire

STAGE 7 RESPONSE

What will help the customer imagine experiencing the transformation?

8

"I'M READY TO TAKE THE NEXT STEP."

Action

STAGE 8 RESPONSE

What exactly should the customer do?

PART 5

Create Your Message Hierarchy

When everything sounds equally important, customers may remember nothing. Choose the messages that matter most.

PRIMARY MESSAGE

If the customer remembers only one idea from the campaign, what should it be?

• Supporting Messages

Why should the customer believe or care about the primary message?

1.

2.

3.

EMOTIONAL MESSAGE

How should the campaign make the customer feel?

PROOF MESSAGE

Why should the customer believe your promise? Only use real proof you can support – experience, demonstrations, customer feedback, testimonials, case studies, credentials, process or methodology, product examples.

• Differentiation Message

Why should this customer choose your solution rather than...

DOING NOTHING?

DOING IT THEMSELVES?

CHOOSING ANOTHER OPTION?

URGENCY MESSAGE

Why does taking action now make sense? Use a genuine reason – not manufactured pressure.

PART 6

Build Your Hook Bank

Your campaign hooks should open different doors into the same campaign. Create hooks around several psychological angles.

CUSTOMER FRUSTRATION

What is the customer tired of?

HOOK 1

HOOK 2

DESIRED OUTCOME

What do they want instead?

HOOK 3

HOOK 4

CURIOSITY

What would make them want to know more?

HOOK 5

COMMON MISTAKE

What might they be doing that is making the problem worse?

HOOK 6

COST OF DOING NOTHING

What happens if nothing changes?

HOOK 7

MISCONCEPTION

What does the customer commonly misunderstand?

HOOK 8

OBJECTION

Turn an objection into a reason to keep reading.

HOOK 9

TRANSFORMATION

Show the contrast between where they are and where they want to be.

HOOK 10

● **Hook Formulas To Try**

Use these as idea starters — not rigid templates.

BEFORE YOU...

Before you [common action], find out [important insight].

WHAT IF...

What if [assumption] isn't actually the problem?

STOP...

Stop [frustrating behavior or outcome] and start [desired alternative].

THE REAL REASON...

The real reason [problem occurs] may have nothing to do with [common assumption].

YOU DON'T NEED MORE...

You don't need more [thing]. You need [better solution].

IF YOU'RE...

If you're [customer situation], this is what you need to know before [next action].

PART 7

Create Your Objection Strategy

Strong marketing answers questions before they become reasons not to buy. Identify the five objections most likely to prevent conversion.

1 Objection #1

WHAT THE CUSTOMER MAY SAY

WHAT THEY MAY REALLY MEAN

WHAT THE CAMPAIGN NEEDS TO COMMUNICATE

MESSAGE THAT ADDRESSES IT

BEST CONTENT TYPE

2 Objection #2

WHAT THE CUSTOMER MAY SAY

WHAT THEY MAY REALLY MEAN

CAMPAIGN RESPONSE

BEST CONTENT TYPE

3 Objection #3

WHAT THE CUSTOMER MAY SAY

WHAT THEY MAY REALLY MEAN

CAMPAIGN RESPONSE

BEST CONTENT TYPE

4 Objection #4

WHAT THE CUSTOMER MAY SAY

WHAT THEY MAY REALLY MEAN

CAMPAIGN RESPONSE

BEST CONTENT TYPE

5 Objection #5

WHAT THE CUSTOMER MAY SAY

WHAT THEY MAY REALLY MEAN

CAMPAIGN RESPONSE

BEST CONTENT TYPE

• Objection Content Toolbox

Match the objection to the best way to address it.

IF THEY NEED...	CONSIDER...
Evidence	Testimonial, case study, results, demonstration
Understanding	FAQ, explainer, carousel, educational video
Trust	Founder story, behind-the-scenes content, process explanation
Risk Reduction	Clear expectations, policies, guarantee if one legitimately exists
Comparison	Side-by-side comparison or “who this is for” content
Relevance	Use case, scenario, niche-specific example
Simplicity	Walkthrough, tutorial, product demonstration
Confidence	Social proof, process, proof, customer experience

IMPORTANT

Never invent testimonials, results, statistics, awards, guarantees, case studies, scarcity, or deadlines.

PART 8

Plan Your Campaign Phases

Every phase has a job. Do not post simply because the calendar says you need another post.

1

GOAL — MAKE THE RIGHT CUSTOMER RECOGNIZE THE PROBLEM.

Get Their Attention

DESIRED RESPONSE

"That's me."

MESSAGE

CONTENT IDEAS

CTA

2

GOAL — HELP CUSTOMERS UNDERSTAND THE PROBLEM DIFFERENTLY.

Build Interest

DESIRED RESPONSE

"I hadn't thought about it that way."

MESSAGE

CONTENT IDEAS

CTA

3 GOAL — POSITION THE OFFER AS THE LOGICAL ANSWER.
Introduce The Solution

DESIRED RESPONSE

"This might be exactly what I need."

MESSAGE

CONTENT IDEAS

CTA

4 GOAL — INCREASE CONFIDENCE.
Build Desire & Trust

DESIRED RESPONSE

"I believe this could work for me."

Use: *benefits, transformation, proof, demonstrations, testimonials, stories, credibility, differentiation.*

MESSAGE

CONTENT IDEAS

CTA

5 GOAL — ADDRESS THE REASONS CUSTOMERS HESITATE.

Remove Objections

DESIRED RESPONSE

"That answers the concern I had."

MESSAGE

CONTENT IDEAS

CTA

6 GOAL — MAKE THE OFFER AND ASK FOR THE SALE.

Convert

Your conversion content should clearly communicate: what it is, who it is for, what they receive, why it matters, why they should act, how to buy.

OFFER MESSAGE

CTA

+

7 NOT PURCHASING IMMEDIATELY DOES NOT AUTOMATICALLY MEAN A CUSTOMER IS UNINTERESTED.

Follow Up

Follow-up can address: questions, hesitation, missed opportunity, benefits, proof, objections, final CTA.

FOLLOW-UP MESSAGE #1

FOLLOW-UP MESSAGE #2

FOLLOW-UP MESSAGE #3

PART 9

Build Your Campaign Asset List

Before creating anything, decide what you actually need.

• Social Media

ASSET	HOOK	PURPOSE	FORMAT	CTA	STATUS
1					NOT STARTED
2					NOT STARTED
3					NOT STARTED
4					NOT STARTED
5					NOT STARTED

• Email

If email is part of your campaign, map the purpose before writing.

EMAIL	PURPOSE	PRIMARY MESSAGE	CTA
1	Problem Recognition		
2	New Possibility		
3	Introduce Solution		
4	Proof / Trust		
5	Objection Handling		
6	Offer		
7	Final / Follow-Up		

• Paid Advertising

Do not test five versions of the same idea. Test meaningfully different psychological angles.

1 Ad Angle 1

CUSTOMER INSIGHT

HEADLINE

PRIMARY TEXT

CREATIVE CONCEPT

CTA

2 Ad Angle 2

CUSTOMER INSIGHT

HEADLINE

PRIMARY TEXT

CREATIVE CONCEPT

CTA

3 Ad Angle 3

CUSTOMER INSIGHT

HEADLINE

PRIMARY TEXT

CREATIVE CONCEPT

CTA

• Short-Form Video

Use this simple structure:

1 Opening Hook

2 Problem

3 Insight

4 Solution

5 Proof

6 CTA

PART 10

Landing Page Planner

Your campaign and landing page should tell the same story. If the ad promises one thing and the landing page immediately talks about something else, customers have to work too hard to connect the dots.

1 Hero Headline

HERO HEADLINE

2 Supporting Promise

SUPPORTING PROMISE

3 Customer Problem

CUSTOMER PROBLEM

4 Desired Transformation

DESIRED TRANSFORMATION

5 Solution

SOLUTION

6 Primary Benefits

1. _____
2. _____
3. _____

7 What They Receive

WHAT THEY RECEIVE

8 Differentiation

DIFFERENTIATION

9 Proof

PROOF

10 Objection Handling

OBJECTION HANDLING

11 Offer

OFFER

12 CTA

CTA

• Landing Page Message-Match Check

- | | |
|---|---|
| ☐ The headline matches the promise in my ad or content | ☐ The customer knows what they receive |
| ☐ The customer can tell within seconds who this is for | ☐ I have provided a legitimate reason to believe the promise |
| ☐ The problem is clearly described | ☐ Major objections are addressed |
| ☐ The desired result is easy to understand | ☐ The CTA is visible and specific |
| ☐ The offer is explained without unnecessary jargon | ☐ The next step is easy to understand |

PART 11

Prioritize the Work

A good launch plan does not create 50 equally important tasks. Sort everything into three categories.

MUST DO

These assets are necessary for the launch to work.

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

SHOULD DO

These would meaningfully strengthen the campaign.

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

COULD DO

These can wait if time, money, or resources are limited.

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

THE “DO WE REALLY NEED THIS?” TEST

Before adding another campaign asset, ask: *What stage of the customer buying story does this asset serve?* If you cannot answer that question, reconsider whether you need it.

Build Your Launch Calendar

Give every marketing activity a purpose.

DATE / TIMING	CAMPAIGN PHASE	MESSAGE	ASSET	CHANNEL	CTA	STATUS

PART 13

Campaign Milestones

Translate your calendar into concrete progress markers.

1 Strategy Finalized

TARGET DATE

- ☐ Customer identified
- ☐ Offer finalized
- ☐ Campaign big idea finalized
- ☐ Primary CTA finalized

2 Conversion Path Ready

TARGET DATE

- ☐ Landing or sales page complete
- ☐ Checkout / registration tested
- ☐ Confirmation process tested
- ☐ Tracking set up

3 Campaign Creative Produced

TARGET DATE

- ☐ Core campaign graphics
- ☐ Social assets
- ☐ Video
- ☐ Email
- ☐ Advertising assets

4 Campaign Scheduled

TARGET DATE

- ☐ Content scheduled
- ☐ Emails scheduled
- ☐ Ads prepared
- ☐ Links tested

5 Campaign Begins

DATE

PRIMARY GOAL

6 Offer / CTA Push Begins

DATE

PRIMARY MESSAGE

7 Objection Campaign

DATE

PRIMARY OBJECTIONS TO ADDRESS

8 Final Conversion Push

DATE

PRIMARY MESSAGE

9 Results Review

DATE

WHAT WILL BE REVIEWED

Pre-Launch Readiness Checklist

OFFER

- ☐ The offer is clearly defined
- ☐ Pricing is correct everywhere
- ☐ Customers can tell what they receive
- ☐ The customer transformation is clear
- ☐ The CTA is specific
- ☐ Any deadlines or scarcity claims are legitimate

CUSTOMER

- ☐ I know who this campaign is designed to reach
- ☐ I understand the primary problem
- ☐ I understand what the customer wants
- ☐ I know the most likely objections
- ☐ My messaging uses language customers can understand

CONVERSION

- ☐ Landing / sales page works
- ☐ Links work
- ☐ Checkout or registration works
- ☐ Mobile experience has been checked
- ☐ Confirmation page or email works
- ☐ Tracking is functioning

CAMPAIGN

- ☐ Campaign big idea is consistent
- ☐ Creative is ready
- ☐ Campaign calendar is complete
- ☐ Content has a clear purpose
- ☐ CTA is consistent
- ☐ Follow-up is planned

PROOF & TRUST

- ☐ Every factual claim is supportable
- ☐ Testimonials are real
- ☐ Results are not exaggerated
- ☐ No statistics have been invented
- ☐ No artificial pressure is being used
- ☐ Expectations are communicated clearly

PART 15

Your Campaign Dashboard

Do not measure success by likes alone. Choose metrics connected to the customer journey.

• Awareness

METRIC	GOAL	ACTUAL	NOTES
Reach			
Impressions			
Video Views			
Engagement			

• Interest

METRIC	GOAL	ACTUAL	NOTES
Link Clicks			
Landing Page Visits			
Email Signups / Leads			
Content Saves / Shares			

• Action

METRIC	GOAL	ACTUAL	NOTES
Trials / Registrations			
Calls / Applications			
Purchases			
Revenue			

• Useful Campaign Calculations

Click-Through Rate

Clicks ÷ Impressions × 100

Landing Page Conversion Rate

Conversions ÷ Landing Page Visitors × 100

Lead-to-Customer Conversion Rate
$$\text{Customers} \div \text{Leads} \times 100$$
Cost Per Lead
$$\text{Ad Spend} \div \text{Leads}$$
Cost Per Customer
$$\text{Ad Spend} \div \text{Customers Acquired}$$
READ THE DATA TOGETHER, NOT IN ISOLATION

A low click-through rate may indicate a message or creative problem. Strong clicks but weak conversions may indicate a landing page, offer, trust, or objection problem. Strong interest but weak sales may indicate customers need more proof, greater clarity, or better objection handling. Treat your campaign data as information — not a verdict.

PART 16

Mid-Campaign Check-In

Complete this while the campaign is still running.

WHAT IS GETTING THE STRONGEST RESPONSE?

WHICH MESSAGE OR HOOK APPEARS STRONGEST?

WHICH CONTENT IS UNDERPERFORMING?

WHERE ARE CUSTOMERS DROPPING OFF?

WHAT QUESTIONS ARE PEOPLE ASKING?

WHAT OBJECTION IS SHOWING UP REPEATEDLY?

WHAT SHOULD WE DO MORE OF?

WHAT SHOULD WE STOP OR CHANGE?

WHAT SHOULD REMAIN UNCHANGED LONG ENOUGH TO COLLECT USEFUL DATA?

PART 17

Post-Launch Review

The campaign is not finished when the promotion ends. The final step is learning from it.

- What Happened?

TOTAL CAMPAIGN SPEND

LEADS / TRIALS / REGISTRATIONS

SALES

REVENUE

CONVERSION RATE

- What Worked?

WHICH MESSAGE PERFORMED BEST?

WHICH HOOK PERFORMED BEST?

WHICH CHANNEL PERFORMED BEST?

WHICH ASSET GENERATED THE MOST MEANINGFUL ACTION?

WHAT CUSTOMER FEEDBACK SURPRISED YOU?

- What Didn't Work?

WHERE DID CUSTOMERS LOSE INTEREST?

WHICH MESSAGES FAILED TO CONNECT?

WHICH OBJECTIONS REMAINED UNRESOLVED?

WHAT CREATED UNNECESSARY WORK WITHOUT MEANINGFUL IMPACT?

- **What Did We Learn?**

ABOUT THE CUSTOMER

ABOUT THE OFFER

ABOUT THE CAMPAIGN

PART 18

Build the Next Version

Do not start the next campaign from zero. Use what you learned.

KEEP

What should remain the same?

IMPROVE

What should be strengthened?

REMOVE

What should you stop doing?

TEST

What new idea deserves a controlled test?

ADD

What was missing from this campaign?

BONUS RESOURCE

The North Star Campaign Scorecard

Rate your campaign from 1-5 before launch. 1 = Needs Significant Work • 5 = Strong

Customer-Centered	Does this sound like something the customer actually cares about?	☐ ☐ ☐ ☐ ☐
Clear	Can the customer quickly understand the message?	☐ ☐ ☐ ☐ ☐
Compelling	Does it create interest or desire?	☐ ☐ ☐ ☐ ☐
Credible	Is there a reason to believe the promise?	☐ ☐ ☐ ☐ ☐
Conversion-Focused	Does each major asset lead toward a clear next action?	☐ ☐ ☐ ☐ ☐

TOTAL SCORE

____ / 25

WHAT NEEDS THE MOST IMPROVEMENT BEFORE LAUNCH?

BONUS RESOURCE

The Message-to-Asset Map

Use this before creating content.

MESSAGE CUSTOMERS NEED TO HEAR	WHY THEY NEED TO HEAR IT	BEST ASSET	CHANNEL	CAMPAIGN PHASE

This prevents you from producing content just to fill a calendar.

BONUS RESOURCE

Campaign Asset Inventory

Before creating something new, identify what you already have.

EXISTING ASSET	CAN IT BE USED?	UPDATE NEEDED?	CAMPAIGN PURPOSE
Website			
Landing Page			
Testimonials			
Photos			
Videos			
Email List			
Social Content			
Case Studies			
FAQs			
Templates / Downloads			
Other			

NORTH STAR TIP

Reuse strategically. A strong customer insight can become a Reel, carousel, email, ad angle, FAQ, and sales-page section without changing the underlying campaign message.

BONUS RESOURCE

Your North Star AI Workflow

Use your Experts in sequence when you want to develop a campaign from the ground up.

1 Customer Mind Reader™

Bring forward: customer problem, desired outcome, frustrations, fears, questions, objections, buying considerations.

INSIGHTS I WANT TO CARRY FORWARD

2 Offer Optimizer™

Bring forward: transformation, value proposition, benefits, differentiation, offer structure, reasons to believe.

INSIGHTS I WANT TO CARRY FORWARD

3 Launch Planner™

Use those insights to determine: campaign big idea, messaging hierarchy, customer buying story, objection strategy, campaign phases, launch calendar, asset priorities, milestones, next moves.

MY COMPLETED LAUNCH PLAN

Paste or type your Launch Planner results here.

4 Content Creator™

Use your finalized launch strategy to produce the campaign assets you need.

- | | |
|--|---|
| ☐ Social posts | ☐ Ads |
| ☐ Carousels | ☐ Landing page content |
| ☐ Reels / short video | ☐ FAQ |
| ☐ Email | ☐ Other: _____ |

BONUS RESOURCE

Questions to Ask Before You Create More Marketing

When you feel tempted to add another tactic, ask:

1. Which customer problem is this addressing?

2. Which stage of the buying journey does this support?

3. Which campaign message does it reinforce?

4. What should the customer think, feel, or do after seeing it?

5. What is the CTA?

NORTH STAR REMINDER

If you cannot answer these questions, the asset may not belong in the campaign.

BONUS RESOURCE

Your Next 5 Moves

Every launch plan should end with exactly five prioritized actions.

1 Finalize This

FINALIZE THIS

What strategic decision must be completed first?

2 Create This

CREATE THIS

What is the most important campaign asset?

3 Set Up This

SET UP THIS

What infrastructure must be ready to convert customers?

4 Publish This

PUBLISH THIS

What should be the first campaign message customers see?

5 Measure This

MEASURE THIS

What is the first meaningful indicator that the campaign is working?

BONUS RESOURCE

Your One-Page Launch Plan

Complete this after working through the entire playbook.

WHAT WE'RE LAUNCHING

WHO WE'RE TRYING TO CONVERT

WHAT THEY REALLY WANT

THE PROBLEM WE'RE SOLVING

OUR CORE PROMISE

OUR CAMPAIGN BIG IDEA

OUR PRIMARY MESSAGE

OUR PRIMARY CTA

OUR PRIMARY CHANNELS

OUR LAUNCH DATE

OUR CAMPAIGN GOAL

OUR MOST IMPORTANT METRIC

OUR NEXT ACTION

● **Our Top 3 Supporting Messages**

1.

2.

3.

● **Our Top 3 Objections**

1.

2.

3.

OUR MUST-DO ASSETS



THE NORTH STAR PRINCIPLE

*Your campaign does not need to be everywhere.
It needs to help the right customer understand:*

You understand me.

You understand my problem.

This solution makes sense.

I can see the value.

My concerns have been answered.

I want the result.

I'm ready to take the next step.

Know who you're talking to. Know what you're selling.

Know what could stop them from buying.

Then build the campaign that gives them a reason to act.