



NORTH STAR AI STUDIO™

CAMPAIGN & MARKETING TEMPLATES

TEMPLATE 1

The Campaign One-Pager

“Use this before creating individual campaign materials.”

ANNUAL MEMBER RESOURCE

Best Used With: Launch Planner™

BEFORE YOU BEGIN

The North Star Template Rule

Answer these five questions before you create the asset. If you cannot answer them yet, work the relevant North Star AI Expert™ first.

QUESTION 1

Who Is This For?

Customer

QUESTION 2

What Do They Care About?

Customer insight

QUESTION 3

What Do We Need Them To Understand?

Primary message

QUESTION 4

What Do We Want Them To Do Next?

CTA

QUESTION 5

Where Does This Fit In The Buying Journey?

Attention · Interest · Solution · Trust · Objection Resolution ·
Desire · Action · Follow-Up

NORTH STAR TIP

If you cannot answer those five questions, don't create the asset yet.

YOUR NORTH STAR AI EXPERTS™ — QUICK REFERENCE

Customer Mind Reader™

Understand the customer.

BRING FORWARD

Frustrations, desired outcomes, questions, fears, motivations, buying concerns, natural language.

Offer Optimizer™

Strengthen what you're selling.

BRING FORWARD

Transformation, core promise, benefits, value proposition, differentiation, positioning.

Objection Buster™

Remove what stops the sale.

BRING FORWARD

Price, trust, timing, risk, confusion, past experience, competitive alternatives.

Launch Planner™

Turn strategy into a campaign.

BRING FORWARD

Big idea, messages, hooks, phases, channels, CTAs, timing, asset priorities.

Content Creator™

Turn strategy into finished content.

BRING FORWARD

Give it the template + your insights — it writes the asset in your brand voice.

TEMPLATE 1

The Campaign One-Pager

BEST USED WITH: **LAUNCH PLANNER™**

Use this before creating individual campaign materials.

CAMPAIGN

CAMPAIGN NAME

Insert campaign name

CAMPAIGN GOAL

What business outcome are you trying to support?

PRIMARY CUSTOMER

Who is the campaign designed to reach?

CUSTOMER PROBLEM

What are they experiencing now?

DESIRED OUTCOME

What do they want instead?

THE BIG IDEA

CAMPAIGN BIG IDEA

The unifying idea behind the campaign

PRIMARY MESSAGE

The one idea the customer must understand

CORE PROMISE

What meaningful result or transformation is possible?

PRIMARY CTA

Exactly what should they do next?

MESSAGE SUPPORT

1. Reason to Believe — benefit, process, feature, experience, proof

2. Reason to Believe — benefit, process, feature, experience, proof

3. Reason to Believe — benefit, process, feature, experience, proof

TOP CUSTOMER OBJECTION**THEY MAY SAY**

Objection

THEY MAY REALLY MEAN

Underlying concern

OUR RESPONSE

What the campaign needs to communicate

CHANNELS

WE WILL FOCUS ON:

- ☐ Instagram
- ☐ Facebook
- ☐ LinkedIn
- ☐ Email
- ☐ Website
- ☐ Landing Page
- ☐ Paid Advertising
- ☐ Video
- ☐ Webinar / Event
- ☐ Partnerships
- ☐ Other: _____

NORTH STAR TIP

One campaign does not need ten unrelated messages. The strongest campaigns repeat one central idea from multiple angles.