



NORTH STAR AI STUDIO™

CAMPAIGN & MARKETING TEMPLATES

TEMPLATE 2

Customer Insight → Marketing Message

“Use this template to turn customer research into marketing.”

ANNUAL MEMBER RESOURCE

Best Used With: Customer Mind Reader™ + Content Creator™

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 2

Customer Insight → Marketing Message

BEST USED WITH: **CUSTOMER MIND READER™ + CONTENT CREATOR™**

Use this template to turn customer research into marketing.

CUSTOMER INSIGHT

WHAT THE CUSTOMER IS EXPERIENCING

Example: "I'm spending money on marketing but I don't know what's actually working."



TURN IT INTO

RECOGNITION MESSAGE

"You're [describe familiar frustration]..."

EXAMPLE

You're doing [effort], but you're still [undesired outcome].

CUSTOMER DESIRE

WHAT THEY WANT

Insert desired result



TURN IT INTO

OUTCOME MESSAGE

Imagine being able to [desired outcome] without [frustrating alternative].

CUSTOMER FEAR

WHAT THEY'RE WORRIED ABOUT

Insert fear



TURN IT INTO

TRUST MESSAGE

You shouldn't have to [risk/frustration] just to [desired result].

CUSTOMER QUESTION

WHAT THEY'RE WONDERING

Insert question



TURN IT INTO

CURIOSITY HOOK

What if [reframe the customer's assumption]?

CUSTOMER OBJECTION

WHAT MAY KEEP THEM FROM BUYING

Insert objection



TURN IT INTO

OBJECTION CONTENT

If you've ever thought "[customer objection]," here's what you need to know...