



**NORTH STAR AI STUDIO™**

CAMPAIGN & MARKETING TEMPLATES

TEMPLATE 3

# The Core Marketing Message

ANNUAL MEMBER RESOURCE

**Best Used With:** Customer Mind Reader™ + Offer Optimizer™

## 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 3

# The Core Marketing Message

BEST USED WITH: **CUSTOMER MIND READER™ + OFFER OPTIMIZER™**

### THE CUSTOMER

#### WE HELP

*specific customer*

#### WHO IS STRUGGLING WITH

*specific problem*

#### AND WANTS

*desired outcome*

### THE SOLUTION

#### WE HELP THEM

*what you help them accomplish*

#### THROUGH

*product / service / method*

### THE VALUE

#### UNLIKE

*alternative / do-it-yourself / status quo*

#### OUR SOLUTION

*meaningful differentiation*

## THE RESULT

### SO THEY CAN

*customer-centered outcome*

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## ONE-SENTENCE VERSION

We help [customer] go from [problem/current state] to [desired outcome] through  
[solution/differentiator].

### MY FINAL VERSION

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