



NORTH STAR AI STUDIO™

CAMPAIGN & MARKETING TEMPLATES

TEMPLATE 4

The Hook Builder

“Create several hooks from one core message rather than repeating the same headline.”

ANNUAL MEMBER RESOURCE

Best Used With: Customer Mind Reader™ + Launch Planner™ +
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 4

The Hook Builder

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

Create several hooks from one core message rather than repeating the same headline.

FRUSTRATION HOOK

Stop [frustrating behavior/outcome] and start [better alternative].

EXAMPLE

Stop creating content nobody remembers and start speaking to what customers actually care about.

CURIOSITY HOOK

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

BEFORE-YOU HOOK

Before you [customer action], make sure you [important prerequisite].

COST-OF-INACTION HOOK

Every time you [current behavior], you may be [hidden cost].

QUESTION HOOK

Do you know [important thing customer may not know]?

MISTAKE HOOK

The mistake many [customer type] make before [important action].

DESIRE HOOK

What would change if you could finally [desired outcome]?

CONTRAST HOOK

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

OBJECTION HOOK

Think [objection]? Here's what you should know first.

TRANSFORMATION HOOK

From [undesirable state] to [desired state]—without [major frustration].