



NORTH STAR AI STUDIO™

CAMPAIGN & MARKETING TEMPLATES

TEMPLATE 5

The Value-Driven Social Post

“Teach something useful while creating interest in your solution.”

ANNUAL MEMBER RESOURCE

Best Used With: 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 5

The Value-Driven Social Post

BEST USED WITH: **CONTENT CREATOR™**

Teach something useful while creating interest in your solution.

STRUCTURE

1 Hook

Specific customer-centered statement



2 Problem

Describe what the customer is experiencing.



3 Insight

Give them a useful way to think about the problem differently.



4 Takeaway

Give them one practical idea they can use.



5 Bridge

Connect the insight naturally to what you help customers accomplish.



6 CTA

Tell them exactly what to do next.

STARTER

EXAMPLE

If you're [customer situation], stop assuming [common assumption].

The real issue may be [insight].

Here's why:

[Teaching point]

Instead, try:

[Practical recommendation]

That's exactly why [solution/product] focuses on [relevant benefit].

[CTA]

WRITE YOUR POST
