



NORTH STAR AI STUDIO™

CAMPAIGN & MARKETING TEMPLATES

TEMPLATE 9

The Proof Post

“Only use proof you actually have.”

ANNUAL MEMBER RESOURCE

Best Used With: Offer Optimizer™ + 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 9

The Proof Post

BEST USED WITH: **OFFER OPTIMIZER™ + CONTENT CREATOR™**

Only use proof you actually have.

HOOK

Here's what [customer/product/process] looked like before and after [change].

or

Want to see how [process] actually works?

BEFORE

Real starting point

WHAT CHANGED

Action, methodology, product use, process

AFTER

Supported result or observable difference

WHY IT MATTERS

What the customer should learn from the example

CTA

Next step

ACCEPTABLE FORMS OF PROOF

- ☐ Testimonials
- ☐ Demonstrations
- ☐ Screenshots
- ☐ Customer feedback
- ☐ Case studies
- ☐ Product walkthroughs
- ☐ Process explanations
- ☐ Credentials
- ☐ Experience
- ☐ Real examples

IMPORTANT

Never invent proof to fill a template.