



NORTH STAR AI STUDIO™

CAMPAIGN & MARKETING TEMPLATES

TEMPLATE 15

The Sales Email

ANNUAL MEMBER RESOURCE

Best Used With: Offer Optimizer™ + Objection Buster™ + 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 15

The Sales Email

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

SUBJECT

Ready to [desired result]?

OPEN WITH THEIR SITUATION

YOU'VE BEEN

Customer experience

AND YOU'RE READY FOR

Desired outcome

INTRODUCE THE OFFER

THAT'S WHY WE CREATED

Offer

TO HELP

Customer

ACHIEVE

Transformation

WHAT THEY RECEIVE

1. Benefit / component

2. Benefit / component

3. Benefit / component

WHY IT'S DIFFERENT

UNLIKE

Alternative

THIS

Key differentiation

ADDRESS THE BIGGEST OBJECTION

IF YOU'RE WONDERING

"[Objection]"

HERE'S WHAT YOU SHOULD KNOW

Response

CTA

SPECIFIC ACTION
