



NORTH STAR AI STUDIO™

CAMPAIGN & MARKETING TEMPLATES

TEMPLATE 16

The 5-Email Campaign

ANNUAL MEMBER RESOURCE

Best Used With: 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 16

The 5-Email Campaign

BEST USED WITH: **LAUNCH PLANNER™ + CONTENT CREATOR™**

1

GOAL: "THAT'S ME."

Email 1 — Recognition

TALK ABOUT:

- Problem
- Frustration
- Cost
- Customer experience

CTA

Low-friction next step

2

GOAL: "MAYBE THERE'S A BETTER WAY."

Email 2 — New Possibility

TALK ABOUT:

- Misconception
- New insight
- Better approach

CTA

Continue learning / explore

3 GOAL: "THIS MIGHT BE WHAT I NEED."
Email 3 — Solution

TALK ABOUT:

- Offer
- Transformation
- Benefits
- How it works

CTA

View offer

4 GOAL: "THAT ANSWERS MY CONCERN."
Email 4 — Trust + Objection

TALK ABOUT:

- Proof
- Process
- FAQs
- Biggest objection

CTA

Learn more / buy

5 GOAL: "I'M READY."
Email 5 — Action

TALK ABOUT:

- What it is
- Who it is for
- What they receive
- Why it matters
- Legitimate reason to act
- How to buy

CTA

Buy / Join / Schedule / Register
