



NORTH STAR AI STUDIO™

CAMPAIGN & MARKETING TEMPLATES

TEMPLATE 17

The Landing Page

“This template intentionally mirrors the Launch Planner’s recommended landing-page structure.”

ANNUAL MEMBER RESOURCE

Best Used With: Customer Mind Reader™ + Offer Optimizer™ +
Objection Buster™ + 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 17

The Landing Page

BEST USED WITH: **CUSTOMER MIND READER™ + OFFER OPTIMIZER™ + OBJECTION BUSTER™ + LAUNCH PLANNER™ + CONTENT CREATOR™**

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SECTION 1 — HERO

HEADLINE

Desired outcome / major problem solved

SUPPORTING PROMISE

Clarify who it's for and what changes

CTA

Specific action

SECTION 2 — CUSTOMER PROBLEM

"IF YOU'RE [CUSTOMER], YOU MAY BE EXPERIENCING..."

1. Problem

2. Problem

3. Problem

SECTION 3 — DESIRED TRANSFORMATION

"IMAGINE BEING ABLE TO..."

Describe desired future state

SECTION 4 — INTRODUCE THE SOLUTION

"MEET [OFFER]."

One-paragraph explanation

SECTION 5 — BENEFITS

BENEFIT 1

Outcome

BENEFIT 2

Outcome

BENEFIT 3

Outcome

SECTION 6 — WHAT THEY RECEIVE

1. Component

2. Component

3. Component

SECTION 7 — DIFFERENTIATION

WHY [OFFER] IS DIFFERENT

Key distinction

SECTION 8 — PROOF

USE

Only legitimate proof

SECTION 9 — OBJECTION HANDLING

WONDERING “[OBJECTION]”?

Response

WONDERING “[OBJECTION]”?

Response

WONDERING “[OBJECTION]”?

Response

SECTION 10 — OFFER

GET [OFFER]

Price / terms / what is included

SECTION 11 — CTA

CLEAR ACTION
