



NORTH STAR AI STUDIO™

CAMPAIGN & MARKETING TEMPLATES

TEMPLATE 18

The FAQ Builder

“Do not fill an FAQ with questions no one cares about. Prioritize questions that affect the buying decision.”

ANNUAL MEMBER RESOURCE

Best Used With: Objection Buster™

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.

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The FAQ Builder

BEST USED WITH: **OBJECTION BUSTER™**

Do not fill an FAQ with questions no one cares about. Prioritize questions that affect the buying decision.

WHAT IS IT?

WHO IS IT FOR?

WHAT DO I RECEIVE?

HOW DOES IT WORK?

HOW MUCH DOES IT COST?

HOW LONG DOES IT TAKE?

WHAT IF [PRIMARY OBJECTION]?

HOW IS THIS DIFFERENT FROM [ALTERNATIVE]?

WHAT HAPPENS AFTER I BUY?

HOW DO I GET STARTED?

Answer + CTA
