



NORTH STAR AI STUDIO™

CAMPAIGN & MARKETING TEMPLATES

TEMPLATE 21

The Follow-Up Message

“Not buying immediately does not necessarily mean “no.””

ANNUAL MEMBER RESOURCE

Best Used With: Objection Buster™ + Launch Planner™

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 21

The Follow-Up Message

BEST USED WITH: **OBJECTION BUSTER™ + LAUNCH PLANNER™**

Not buying immediately does not necessarily mean “no.”

OPEN

Still thinking about [offer/result]?

ACKNOWLEDGE

YOU MAY STILL BE WONDERING

Question / objection

HELP

HERE'S WHAT I WANT YOU TO KNOW

Answer

REINFORCE

BENEFIT / PROOF / CLARIFICATION

CTA

“IF [OFFER] FEELS LIKE THE RIGHT NEXT STEP:”