



NORTH STAR AI STUDIO™

CAMPAIGN & MARKETING TEMPLATES

TEMPLATE 24

The 14-Day Launch Campaign

ANNUAL MEMBER RESOURCE

Best Used With: 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 24

The 14-Day Launch Campaign

BEST USED WITH: **LAUNCH PLANNER™**

TIMING	CAMPAIGN JOB
Days 1–2	Get Attention
Days 3–4	Build Interest
Days 5–6	Introduce Solution
Days 7–9	Build Desire & Trust
Days 10–11	Remove Objections
Days 12–13	Convert
Day 14	Follow Up

FOR EVERY ASSET, IDENTIFY

MESSAGE

What do they need to understand?

ASSET

What are you creating?

CHANNEL

Where will it appear?

CTA

What should they do?
