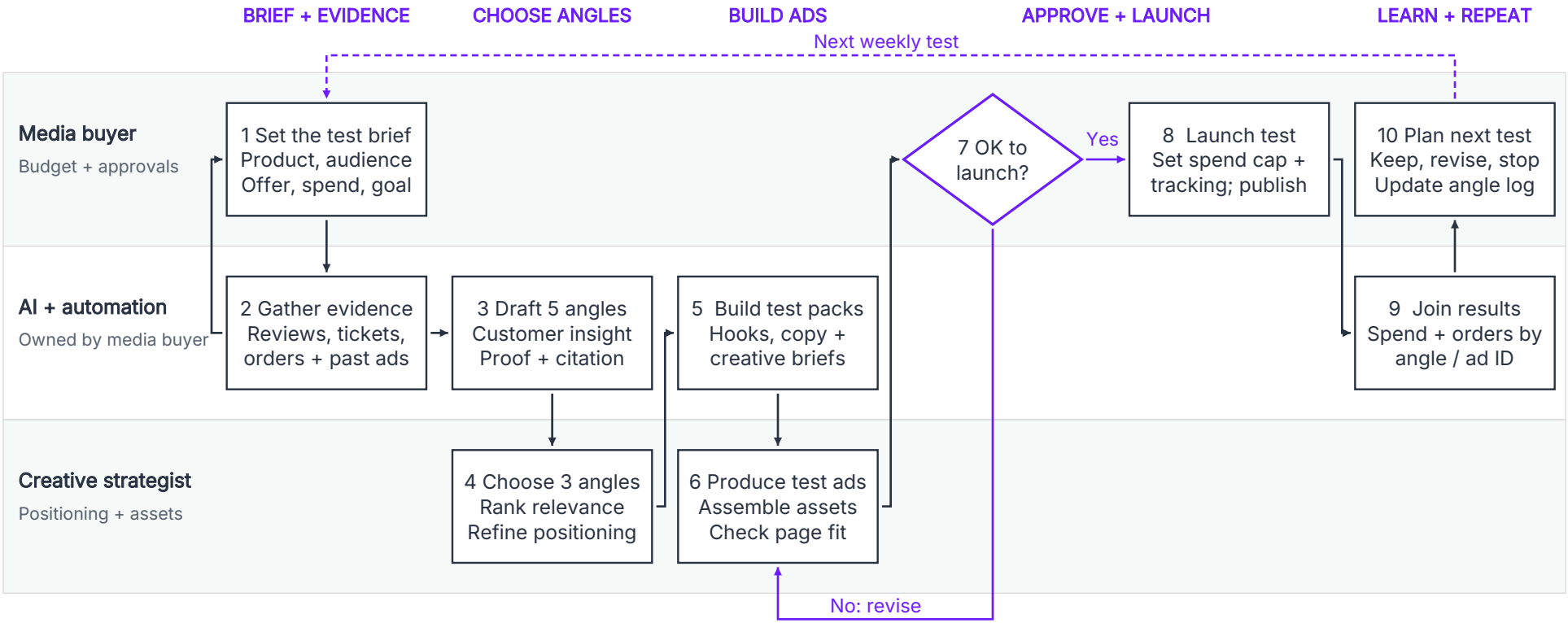
NEXT STEP / MAP THE WORKFLOW

Northstar Ad Creation Workflow Map



Follow steps 1-10. Lanes show ownership. Diamond = approval.

1-3 CONNECT THE EVIDENCE

Tools to connect to your AI:

- Shopify
- Gorgias (support)
- Meta Ads Manager

4-8 TURN IDEAS INTO TESTS

Tools to connect to your AI:

- Google Docs
- Higgsfield
- Google Drive
- Meta Ads Manager

9-10 CAPTURE THE LEARNING

Tools to connect to your AI:

- Meta Ads Manager
- Shopify
- Google Sheets

👉 **Map yours: walk one real example with its owners**
and feel free to ask Russ for help. (russ@modernpublisher.com)

Russ Henneberry
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