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IMPORTANT: Make a copy of this document for yourself, or if you prefer, you can download it.

! DO NOT ASK TO BE AN EDITOR !

YOUR ICP

Find your ICP by completing the exercise below.

Demographics (and more!)

Name	
Gender	
Age	
Where does she live?	
Is she married, single, or living together with her partner?	

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Does she have kids? How old are they? Describe them a bit and her relationship with them.	
Does she own a business? What type of business? Is she employed? What type of job? Is she a freelancer? What service does she offer? <i>What's her business/employment story? Where is she, how did she get there and where does she want to go?</i>	
What's her annual income range?	
Financial habits: How much does she save/invest per year (or is she in debt or not saving?)	
Where does your IC hang out? ((Specific Facebook	

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groups, LinkedIn, Instagram, YouTube, etc.)

EDUCATION

Does she have a degree? If so, in what field?

Did she graduate from college? Where?

Does she invest in her education (courses, coaching, books, etc.)?

What's her preferred learning style (Online courses, in-person, self-paced, live workshops)?

INSPIRATION & INFLUENCES

Who does she follow on social media?

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What podcasts does she listen to?	
Who are her role models?	
What books does she read?	
When she's in research mode, where does she go to get information & inspiration?	

Personality traits - Define her with adjectives

<p>Is she an introvert? Or an extrovert?</p> <p>Is she bold? Or is she cautious?</p> <p>Is she a doer? Or does she prefer to have others doing things?</p> <p>Is she a puzzle solver? Or does she like things to be really easy to understand?</p>	
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Is she funny? Or is she serious? Is she a leader? Or is she a follower? Write anything that comes to your mind about her personality.	
What are her core values and beliefs?	
What's her buying personality (impulse buyer, research-heavy, needs social proof, etc.)?	

FEARS, PAINS & CONCERNS

What keeps her up at night?	
What annoys her?	
What are her biggest fears?	

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What does she worry she might regret one day?	
What pain was she feeling before she found you?	

BUYER BEHAVIOUR & DECISION-MAKING

How do they make purchasing decisions? (Quick or research-heavy?)	
Where do they prefer to shop? (Online, in-store, from influencers, etc.)?	
What type of offers appeal to them? (Discounts, exclusivity, premium services, etc.)?	
What brands or products are they loyal to?	

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What would stop her from buying?	
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CUSTOMER JOURNEY

What problems did she have before finding you?	
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What solutions did she try before that didn't work?	
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How does she feel after working with you or using your product/service?	
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What objections might she have before purchasing? (Price, trust, timing, etc.)?	
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LIFESTYLE

What does her daily routine look like?	
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What's her dream day?	
What does she do for fun?	
What kind of content does she consume daily?	
What are her hobbies and interests outside of work?	
What kind of travel do they do? (Luxury, budget, solo, family trips?)	

HOW DOES SHE TALK & COMMUNICATE

What <i>exact</i> words or phrases does she use when describing her problem?	
How does she talk about her successes or	

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frustrations (use her <i>exact</i> words)?	
What's her preferred way of communication & the best time to contact? <i>Email, WhatsApp, Phone Call?</i>	

DESIRES & HOPES

What does she value?	
What gets her out of bed excited?	
Who does she aspire to be?	
What is she trying to achieve?	
What solutions is she looking for?	
What makes her happy?	

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What motivates her?
What's her why?

What job is your customer trying to get done?

She/He doesn't want to...	She/He wants to...
<i>E.g. my IC doesn't want a marketing strategy</i>	<i>E.g. my IC wants clarity on the next steps with marketing, and to find the right clients who pay her worth</i>

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Prompt for Chatgpt

Find the pain points

I'm a [what you do], and I have [your offer] where I [what do you, value you provide].

I'm working on their Ideal Customer Profile.

What are the [frustrations/fears/desires] of my ideal customer?

Research what they consume online

I'm a [what you do] and I have [your offer] where I [what do you, value you provide].

I'm working on their Ideal Customer Profile.

What are the books my ideal customer reads? Who does she follow?

What podcasts does she listen to?

Research what their purchase habits are

I'm a [what you do] and I have [your offer] where I [what do you, value you provide].

I'm working on their Ideal Customer Profile.

What are my ideal customers' purchase habits? What's their buying behavior when buying online? What problems did she have before finding me? What solutions did she try before that didn't work? How does she feel after working with you or using your product/service? What objections might she have before purchasing? (Price, trust, timing, etc.)?