

ICP & Buyer Personas

Overview of Your Market

Total Addressable Market (TAM) Overview	
The main problem/ 'job' you solve	
Market location	<i>What is the total scope of your service offering - by country, state, city or suburb?</i>
Market size (estimated)	<i>Total # of individuals/ companies who could purchase your product</i>
What do you <u>not</u> know about your market?	
What is common to all of your audience segments?	
What do you not know about your audience/s?	

Your Target Markets

First up: A note about ICPs and buyer personas

WHAT IS AN IDEAL CUSTOMER PROFILE (ICP)?

A broad description of a customer segment. For B2B products, the ICP is a company/organisation, and is supported by a buyer persona which details the target buyer within that company/organisation. For B2C products, the ICP and buyer persona can be the same, however we generally find it useful to separate them out.

Your ICP/s might change over time. Treat this as a work-in-progress and always look to validate and update the insights and assumptions captured here, which could change depending on macro changes in the economy or society, changes in the competitive landscape or changes to your product.

WHAT IS A BUYER PERSONA?

These are the people (decision makers) inside your ICP categories, so you need to get to know them.

Remember: People change and your buyers might, too. Revisit your ICPs and buyer personas as your market, startup and product change.

Your #1 Target

ICP Segment #1	
Industry	
Primary location	
Business size	- FTEs - Est. annual revenue - Any other size indicator
Example companies/organizations	- Example 1 - Example 2
Key characteristics	- E.g. Publicly owned - E.g. Have an internal 'Innovation Team'
What problem do you solve for them?	
What 'job to be done' can you help them with?	
What other options are available to them?	

Buyer persona #1 (for ICP Segment #1)	
Demographics	- AGE: - IDENTIFIES AS: - LIFESTYLE: - LIVES IN: - WORKS IN: - INCOME: - JOB TITLE: - REPORTS TO: - EDUCATION:

	- EXPERIENCE:
Tech/social media	- They are xxxxx tech savvy - They use [insert] social media platforms - Their main tech tools are.... - They like to be communicated with by...
Behaviour and content consumption	- They find information... - They usually buy products after... - They like to be communicated with via...
Goals/challenges ('jobs to be done' section - not related to your product)	- In life, they most want to... - They're being held back by... - At work, they most want to... - They're being held back by... - The most challenging parts of their current workflow are... - They most need help solving the problem of... - Have they tried a solution before? Explain.
How you help	- Your product solves their problem by... - It also solves it by... - How is it better than alternative solutions? - How is it better than the status quo?
Barriers	- Their biggest (real or perceived) concern about your product is... - Their second biggest concern about your product is... - The one thing they need to hear from you to buy your product is... - Your competitors have barriers too... (list them)

Your #2 Target

ICP Segment #2	
Industry	
Primary location	
Business size	- FTEs - Est. annual revenue - Any other size indicator
Example companies/organizations	- Example 1 - Example 2
Key characteristics	- E.g. Publicly owned - E.g. Have an internal 'Innovation Team'
What problem do you solve for them?	
What 'job to be done' can you help them with?	
What other options are available to them?	

Buyer persona #2 (for ICP Segment #2)	
Demographics	- AGE: - IDENTIFIES AS: - LIFESTYLE: - LIVES IN: - WORKS IN: - INCOME: - JOB TITLE: - REPORTS TO:

	- EDUCATION: - EXPERIENCE:
Tech/social media	- They are xxxxx tech savvy - They use [insert] social media platforms - Their main tech tools are.... - They like to be communicated with by...
Behaviour and content consumption	- They find information... - They usually buy products after... - They like to be communicated with via...
Goals/challenges ('jobs to be done' section - not related to your product)	- In life, they most want to... - They're being held back by... - At work, they most want to... - They're being held back by... - The most challenging parts of their current workflow are... - They most need help solving the problem of... - Have they tried a solution before? Explain.
How you help	- Your product solves their problem by... - It also solves it by... - How is it better than alternative solutions? - How is it better than the status quo?
Barriers	- Their biggest (real or perceived) concern about your product is... - Their second biggest concern about your product is... - The one thing they need to hear from you to buy your product is... - Your competitors have barriers too... (list them)

Deep Research Prompt

💡 **Instructions:** Replace all bracketed text (e.g., **[Insert your company name]**) with your own company-specific information. Aim for clear, concise, and strategic responses.

Deep Research Prompt Template: ICP & Buyer Persona Discovery

I'm the founder of **[your startup name]**, and we're building **[brief description of your product/service]**.

I need you to conduct deep research to help me understand our ideal customer profile and buyer persona better.

1. Context

[Insert your company name] is a **[describe your business type — e.g., SaaS platform, service provider, eCommerce brand]** based in **[region(s)]**. It serves **[briefly describe your primary customer or client group — e.g., SMEs in fintech, D2C health brands, etc.]** with a focus on **[describe your core product/service offering and any unique value propositions — e.g., automation, sustainability, data-driven decision-making]**.

The company is currently **[describe current stage — e.g., early traction, scaling, pre-Series A, post-product-market fit]**.

The team consists of **[brief overview of team composition and structure]**.

Leadership is currently focused on **[key strategic priorities — e.g., scaling customer acquisition, refining positioning, developing outbound channels, improving conversion rate]**.

Optional Add-ons:

- **[Mention any notable technologies, methodologies, or philosophies you align with — e.g., AI-first execution, design thinking, zero-party data focus]**
- **[Highlight current operational challenges or growth bottlenecks]**

2. Assignment

Conduct a deep, data-backed research project to identify and profile the Ideal Customer Profiles (ICPs) and key buyer personas that align with **[Insert your company name]**'s value proposition and growth strategy.

This research will inform strategic decisions around marketing, sales, and product development. The output should support both near-term tactical improvements and longer-term business planning over a **[insert time horizon — e.g., 6–12 months, 12–24 months]** timeframe.

3. Objectives & Key Metrics

Strategic Objectives:

- **[Insert your objective #1 — e.g., Improve lead quality through sharper persona targeting]**
- **[Insert your objective #2 — e.g., Enhance resonance of messaging across key buyer types]**
- **[Insert your objective #3 — e.g., Identify new verticals or adjacent use cases for future expansion]**

Success Metrics to Influence:

- Lead Quality: **[% or characteristics you're aiming to improve]**
- Conversion Rate: **[e.g., Improve demo-to-close by X%]**
- Revenue Growth: **[e.g., Increase average contract value or reduce CAC]**
- Time to Close: **[e.g., Shorten sales cycle by X days/weeks]**

4. Scope & Priorities

Target Market(s):

- **Geography:** **[Insert primary market(s) — e.g., US, Canada, UK, APAC]**
- **Expansion Candidates (optional):** **[List emerging markets or strategic bets]**

Known Ideal Customer Traits (ICP):

- **Company Stage:** **[e.g., Seed to Series B, bootstrapped, ASX listed, Legacy/Multi-national]**
- **Funding Profile:** **[e.g., \$500K+ in VC or Angel funding, revenue-funded]**
- **Team Size:** **[e.g., 2–50 FTEs]**
- **Sectors:** **[e.g., B2B SaaS, ClimateTech, EdTech]**

- Technographic Traits: [e.g., usage of HubSpot, Zapier, Stripe]
- Cultural/Behavioural Markers: [e.g., AI-curious, DIY-leaning, risk-tolerant]

Key Personas to Map:

- [e.g., Founder/CEO, Head of Growth, Product Manager, CTO, Operations Lead]

Exclusions:

- [e.g., Non-funded startups, D2C brands, government agencies]

5. Technical Considerations

- Research should include both demographic and psychographic profiling, capturing decision criteria, content preferences, emotional drivers, and objections.
- Include competitive alternatives or typical solutions these personas turn to today.
- Insights should feed into strategic assets such as: [e.g., brand strategy, website copy, outbound sequences, pitch decks].
- Output must be LLM-ready, modular, and suitable for reuse in internal documentation.

6. Deliverable Requirements

- **Format:** Editable document (preferably ChatGPT doc/canvas or Google Docs).
- **Tone:** Analytical, insight-driven, and strategically grounded.
- **Citations:** Use Harvard Referencing for all external sources; cite interviews or first-party data where relevant.

7. Suggested Report Outline

You may use the following structure to guide the final research output:

- 1. Executive Summary**
 - Key persona/ICP groups
 - Strategic implications
- 2. Market Landscape**
 - Macro trends, sector maturity
 - ICP-relevant signals: funding, hiring, stack, etc.
- 3. ICP Framework**
 - Segmentation logic (e.g., by vertical, stage, tech usage)
 - Tiered ICP Matrix with justifications

4. **Buyer Persona Profiles**

- Role-based personas with detail on:
 - Goals & challenges
 - Buying triggers & objections
 - Preferred channels and language cues
 - Job titles & org chart influence

5. **Messaging Opportunities**

- Resonant value propositions per persona
- Differentiators vs. status quo or competitors

6. **Competitive & Influencer Landscape**

- Current vendors or solutions they engage
- Referrers, advisors, or community influences

7. **Strategic Implications**

- Service or product evolution opportunities
- Go-to-market alignment
- Potential for new market entry

8. **Recommendations & Next Steps**

- Short-term marketing/sales changes
- Mid-term persona enablement actions
- Long-term roadmap flags

9. **Appendices**

- Persona Cards
- Segment comparison tables
- Source bibliography

8. Special Instructions

- Provide tiered recommendations (short-, mid-, and long-term).

"Fill in the template" Prompt

LLM Prompt Template: Fill in the ICP & Buyer Personas Template

You are an **expert Go-to-Market (GTM) strategist and research editor** specialising in customer segmentation and persona development.

You have two inputs:

- A **research report** (in markdown) that outlines Ideal Customer Profiles (ICPs) and Buyer Personas for **[Insert company name]**, focused on **[Insert market focus — e.g., early-stage SaaS startups in North America]**.
- A **worksheet template** (in markdown) designed to structure ICP and Buyer Persona insights for internal use.

Your Tasks

1. **Extract and synthesise** key data from the research report into the ICP & Buyer Persona worksheet format provided.
2. **Populate every section** of the worksheet using insights from the report—summarising relevant information with strategic precision.
3. If a section is missing or unclear, fill with:
 ♦ *[Insufficient data — please clarify: What is the X?]*
4. If a field can be **reasonably inferred** from context, fill it and annotate:
 ♦ *[Assumed based on context: ...]*
5. Format your output in **markdown**, using the section headers and structure of the worksheet template.
6. Write in a **clear, strategic, professional tone** suitable for executive-level internal documentation.

Your Inputs

1. Research Report

File: **[Insert file name — e.g., 2025_ICP_BP_Research_Report.docx]**

Includes segmentation, buyer psychology, messaging strategies, funding stages, decision criteria, and competitive comparisons.

2. ICP & Buyer Persona Worksheet Template

File: [Insert file name — e.g., ICP_BuyerPersona_Template.md]

A structured markdown worksheet with defined fields for documenting Ideal Customer Profiles and Buyer Personas.

Output Requirements

- Output should be a fully completed **markdown document**, preserving the worksheet's original formatting.
- For each ICP or Persona:
 - Complete all key sections (e.g., role, stage, sector, motivations, pain points, objections, messaging, "how we help").
- Where visuals are suggested:
![[Placeholder: Insert ICP Matrix or Persona Card here]]
- List personas sequentially within each ICP segment.
- At the end, add a "missing info" section (e.g. *Insufficient data — please clarify: What is the primary MarTech stack used by Persona 2?*)