

# Ideal Customer Profile (ICP) Worksheet

**Introduction:** An Ideal Customer Profile (ICP) is a detailed description of the type of company or individual that would gain the most value from your product or service. Building an accurate ICP can focus your sales and marketing efforts, leading to higher conversion rates and increased customer satisfaction.

Use this worksheet to help create your own ICP.

## Section 1: Basic Demographics (For B2C) / Firmographics (For B2B)

1. **Company Information:**
2. Name of the company
3. Industry/vertical
4. Size (number of employees, revenue)
5. Annual Revenue: (e.g., \$1M - \$5M)

## Section 2: Contact Information:

- Key decision maker (role, name if known)
- Other influencers involved in the decision-making process (role, name if known)
- Contact information for all involved stakeholders

**Section 3: Challenges & Pain Points** (*List down the main challenges or issues your ideal customer faces that your product/service can address.*)

**Section 4: Goals & Objectives** (*List the primary goals or objectives your ideal customer wants to achieve.*)

## Section 5: Buying Behavior

- **Purchase Frequency:** (e.g., Monthly, Quarterly)
- **Preferred Purchase Platform:** (e.g., Online store, Physical outlet)
- **Decision Influencers:** (e.g., Online reviews, Peer recommendations)
  - How does the company typically make purchasing decisions? Is it a collaborative effort or does one person have the final say?
  - Does the company have any specific requirements or criteria when evaluating potential

**Section 6: Role in Purchase Decision (For B2B)**

- **Job Title:** \_\_\_\_\_
- **Role in Company:** *(e.g., Decision-maker, Influencer)*

**Section 7: Current Solutions** *(List the current products or services your ideal customer uses that your product/service could replace or complement.)*

**Final Thoughts & Summary** Based on the above, write a brief paragraph summarizing your I.C.P.