

## CREATE YOUR IDEAL CLIENT PROFILE (ICP)

Now that you have a target market, it's time to create an **Ideal Client Profile** – a persona of your single most ideal client.

You don't need to stress too much about this, but it is a very useful exercise that helps you: 1. Get even deeper into your client's head and 2. Create benchmark you can later use to decide which clients are more favorable and which ones are less favorable.

Here are a few questions to get you started – you can of course expand on this as much as you like.

### Create Your ICP

- Describe their business.
- Describe their management style (hands off / micromanagement / disorganized).
- How big is their business?
- What industry are they in?
- How do they make money?
- What are their biggest concerns at the moment?
- Who are they trying to impress?
- Who are the other players that influence their decisions?
- What's their demographic?
- Are they male or female?
- How old are they?
- What professional or industry associations are they part of?
- What do they read? Specifically, what websites, blogs and news sources?
- What's their education level?
- Describe their personality.
- What's their main problem?
- What's their biggest aspiration? What do they want most of all?
- When it comes to your business area, what do they fear? (For example, a businessman often fears taking a risk and getting fired. A mom looking for a personal organizer might fear needing to hire someone to clean up, or exposing her house to an outsider for judgment.)