

“An ideal customer profile (ICP) defines the perfect customer for what your organization solves for. This is a fictitious company that has all of the qualities that would make them best fit for the solutions you provide.”

- Hubspot

Your ICP must be:

- ➔ Profitable
- ➔ Scalable
- ➔ A long-term fit for business growth

<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr style="background-color: #333; color: white;"> <th colspan="2" style="padding: 5px;">Description</th> </tr> </thead> <tbody> <tr> <td colspan="2" style="padding: 10px;">Short description of who they are</td> </tr> </tbody> </table>	Description		Short description of who they are		<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr style="background-color: #333; color: white;"> <th style="padding: 5px;">Business Objectives/Desires</th> </tr> </thead> <tbody> <tr> <td style="padding: 10px;"> <ul style="list-style-type: none"> • Goal • Goal • Goal </td> </tr> </tbody> </table>	Business Objectives/Desires	<ul style="list-style-type: none"> • Goal • Goal • Goal 										
Description																	
Short description of who they are																	
Business Objectives/Desires																	
<ul style="list-style-type: none"> • Goal • Goal • Goal 																	
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr style="background-color: #333; color: white;"> <th colspan="2" style="padding: 5px;">Demographics</th> </tr> </thead> <tbody> <tr> <td style="padding: 5px;">Industry</td> <td style="padding: 5px;">Vertical</td> </tr> <tr> <td style="padding: 5px;">Size</td> <td style="padding: 5px;"># Employees</td> </tr> <tr> <td style="padding: 5px;">Revenue</td> <td style="padding: 5px;">\$\$\$</td> </tr> <tr> <td style="padding: 5px;">Geography</td> <td style="padding: 5px;">Location</td> </tr> <tr> <td style="padding: 5px;">Decision maker</td> <td style="padding: 5px;">Role</td> </tr> <tr> <td style="padding: 5px;">Trigger Event</td> <td style="padding: 5px;">Acquisition, Funding, etc.</td> </tr> </tbody> </table>	Demographics		Industry	Vertical	Size	# Employees	Revenue	\$\$\$	Geography	Location	Decision maker	Role	Trigger Event	Acquisition, Funding, etc.	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr style="background-color: #333; color: white;"> <th style="padding: 5px;">Pain Points/Challenges</th> </tr> </thead> <tbody> <tr> <td style="padding: 10px;"> <ul style="list-style-type: none"> • Challenge • Challenge • Challenge </td> </tr> </tbody> </table>	Pain Points/Challenges	<ul style="list-style-type: none"> • Challenge • Challenge • Challenge
Demographics																	
Industry	Vertical																
Size	# Employees																
Revenue	\$\$\$																
Geography	Location																
Decision maker	Role																
Trigger Event	Acquisition, Funding, etc.																
Pain Points/Challenges																	
<ul style="list-style-type: none"> • Challenge • Challenge • Challenge 																	
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr style="background-color: #333; color: white;"> <th style="padding: 5px;">Behaviors & Traits</th> </tr> </thead> <tbody> <tr> <td style="padding: 10px;"> <ul style="list-style-type: none"> • Trait • Trait • Trait </td> </tr> </tbody> </table>	Behaviors & Traits	<ul style="list-style-type: none"> • Trait • Trait • Trait 														
Behaviors & Traits																	
<ul style="list-style-type: none"> • Trait • Trait • Trait 																	

Why you need one:

- ➔ To ensure we know who is:
 - Most likely to buy our products and services
 - Most likely to become long-term, highly satisfied users
 - Most likely to recommend you to others
- ➔ To align marketing, sales, service, and executive teams to the highest-value accounts
- ➔ To refine and simplify solutions and services to meet the needs of customers that are profitable, scalable, and long-term fits
- ➔ To help reduce “bad-fits” which allows you to increase success and boost morale (people like to be good at their jobs and have happy customers!)