

How to Create

Ideal Client Profiles

The ICP helps you identify the most lucrative opportunities, where your offerings not only meet the needs of the target but also align with their strategic objectives, budget, and capacity for long-term engagement.

Analyze Customers

Start with your current customer and how they use your products or services, their feedback, and the outcomes they achieve by partnering with you.



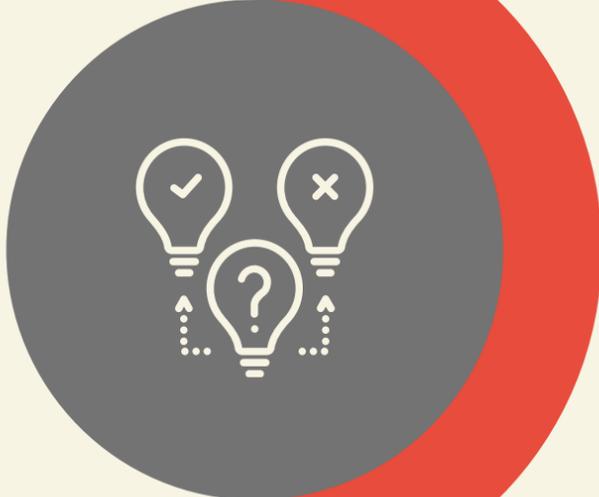
Get Specific

Break customers into categories based on demographics or firmographics. Consider needs, goals, pain points, targets, timelines, preferred communication methods, financials, and motivations.



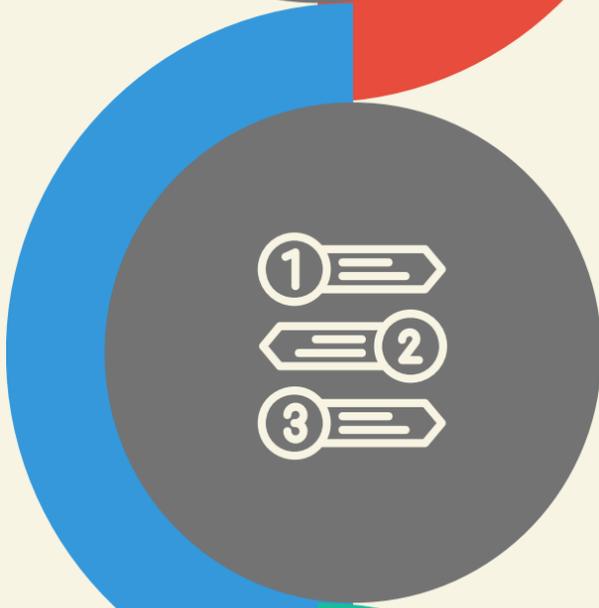
Determine Fit

Evaluating fit based on how well they align with the characteristics of your best clients then group them into No-Fit, Workable-Fit, and Good-Fit



Prioritize

Allocate 100 points across your categories to focus on the traits most indicative of your business's ideal customer.



Test

Apply your scoring system to your current clients—those you consider ideal and those who are not. Adjust the points per category based on real-world outcomes.

