

Ideal Customer Profile (ICP) Worksheet

Understanding your ideal customer is key to targeting the right audience and maximizing your marketing efforts. This **Ideal Customer Profile (ICP) Worksheet** will help you define your perfect customer based on demographics, behavior, needs, and challenges.

1. Customer Demographics

Identify the basic characteristics of your ideal customer.

- **Age Range:** [e.g., 25-45]
- **Gender:** [e.g., Male, Female, Non-binary]
- **Location:** [e.g., North America, Europe, Global]
- **Industry:** [e.g., Technology, Retail, Healthcare]
- **Business Size (if B2B):** [e.g., Small (1-10 employees), Mid (11-100 employees)]
- **Income Level (if applicable):** [e.g., \$50,000-\$100,000 per year]

2. Pain Points & Challenges

What problems does your customer face that your business can solve?

- **What frustrates them the most in their daily life/business?**
- **What challenges do they face in achieving their goals?**
- **What solutions have they tried before that didn't work?**

3. Goals & Motivations

What does your ideal customer want to achieve?

- **What are their professional or personal goals?**
- **What would success look like for them?**
- **What motivates them to take action? (e.g., growth, efficiency, convenience, cost savings)**

4. Buying Behavior

How does your ideal customer make purchasing decisions?

- **Do they buy online, in-store, or both?**
- **Do they need social proof (reviews, testimonials) before buying?**
- **What influences their decision (price, brand reputation, features)?**
- **How long is their buying process (impulse purchase vs. research-heavy)?**

5. Best Ways to Reach Them

Where and how can you connect with your ideal customer?

- **Which social media platforms do they use the most? (e.g., LinkedIn, Instagram, Facebook, TikTok)**
- **Do they prefer email marketing, video content, or blogs?**
- **What type of messaging resonates with them (storytelling, direct problem-solving, community-driven)?**
- **Are there specific online communities, forums, or events where they engage?**

Appendix: Example ICP - Eco-Friendly Consumer

1. Customer Demographics

- **Age Range:** 30-50
- **Gender:** Any
- **Location:** Urban areas in North America & Europe
- **Industry:** Home & Lifestyle
- **Income Level:** \$75,000-\$150,000 per year

2. Pain Points & Challenges

- Concerned about environmental impact but finds sustainable products expensive
- Struggles to find genuinely eco-friendly brands
- Wants high-quality sustainable alternatives without sacrificing convenience

3. Goals & Motivations

- Reduce carbon footprint without drastically changing lifestyle
- Support ethical brands that align with values
- Purchase long-lasting, toxin-free home products

4. Buying Behavior

- Prefers online shopping and detailed product descriptions
- Relies on influencer recommendations and online reviews
- Willing to pay premium prices for high-quality, ethical brands

5. Best Ways to Reach Them

- Active on Instagram and Pinterest for sustainability inspiration
- Reads blogs and watches YouTube reviews on eco-friendly products

- Engages in sustainability-focused online communities

How to Use This Worksheet:

- Fill in each section with details about your ideal customer.
- Use the example ICP as a guide to refine your answers.
- Adjust based on data from customer interactions, surveys, and market research.

For more information, please visit the website:

<https://thepurposefulentrepreneur.co.za/>