

BRIGHT ORANGE THREAD

Creating Your Ideal Client Profile

Building your Ideal Client Profile (ICP) is the cornerstone of your family-run business. It drives more effective marketing decisions and brings both profit and joy.



The cornerstone of your family-run business is your ideal client.

It's not your family, or your services, or even you.

While all of those are important aspects, the thing that really sets you up for business success is your ideal client.

Your Ideal Client is the Customer You Love Working With

It's easy enough to say, "We want clients who spend more than \$15,000 with us," and call it a day.

What if a company agrees to a good contract but only wants to sign on for 6 months? But, your services require at least a year to be fully implemented and see results.

That's a client that might fit the price but isn't an ideal client.

Your ideal client profile (ICP) will define those specifics.

Working with your ideal client will bring profit *and* joy.

Your ICP will highlight why you love working with certain clients, why they want to work with you, what makes them the perfect fit, and general demographics.

Get Your ICP Down On Paper

This workbook will help you identify all the aspects that make up your ideal client.

Once you've collected all the information about your ideal client, **make sure it's written down.**

Writing things down cements them in your brain and makes them easier to share with your team. It turns abstract concepts into actionable strategies that you can hold yourself to.

Go to the next page to start filling out the pieces to your Ideal Client Profile.

1. Make a list of your best clients, then cross out the ones that don't represent your future

Write a list of your top clients. Include at least 10.

Then, refine the list further by crossing out any clients that don't align with the future of your business.

Create Your Own List:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____

Example:

1. AlphaTech Solutions
2. Brilliant Innovations
3. Quantum Dynamics
4. ~~Visionary Ventures Ltd.~~
5. ~~Stellar Services Co.~~
6. Nexus Enterprises
7. Prodigy Solutions
8. ~~Fusion Technologies~~
9. QuantumLeap
10. Apex Systems Ltd.

2. Identify why you love working with these clients

It's too easy to just say your biggest spending clients are your best clients. There are clients that spend a lot with you and are *also* a joy to work with.

Explore the deeper reasons why some clients are a joy to work with and why others aren't. Identify at least 3 reasons you love working with them and 1 reason you don't like working with other clients.

Create Your Own List

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

Examples:

Reasons You Love Working With Them:

They view us as a trusted advisor.

We really connect; we are friends as well as business partners.

Our communication is always open and honest.

Reasons You Don't Love Working With Them:

They're resistant to our feedback and make it difficult to move forward.

3. Identify the problems you solve for these clients and the goals you help them reach

Whether it's your products or your services, list the specific way you help your clients.

Often your clients mention the reasons in the reviews they leave on Google or Amazon.

Create Your Own List

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

Examples:

Help navigate complicated financials to improve profitability.

Keep your business competitive by offering staff training and development.

Slow the churn of employees by expanding staff opportunities and benefits.

Reduce your workload with added expert support.

4. Identify the demographics of your ideal client

Next, look at the demographics of ideal clients on your list. Which ones do they all have in common?

List multiple or a range if needed, but don't get too broad. You want to find your ideal client. Try to cross out any that aren't truly your *ideal*.

Fill out your ideal client's demographics:

Industry(s): _____

Revenue: _____

Employee count: _____

Geography: _____

Other Details: _____

Examples:

Industry(s): Manufacturing, ~~retail~~

Revenue: ~~500K~~ to \$1 million

Employee count: 50 to 500

Geography: DE, MD, NJ, PA, ~~VA, NC~~

Other Details:

5. List the titles of decision-makers/influencers

The last step is to identify your ideal client companies' decision makers. Who will you or your sales team talk to to secure the sale?

Think of anyone you may have talked to at your ideal clients' companies, and then cross out those with the least influence or those who have less to do with the sales process.

Create Your Own List

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Example:

1. Director of HR
2. ~~Marketing Manager~~
3. ~~Chief Marketing Officer~~
4. Leader of the Board
5. CEO

6. Put it all together and write it down

The final step is to put all of this information together and get your official ICP written down so you can reference it and remember it.

A template for you to do this is on the next page.

This is your defined ICP.

This will guide your sales and keep you on track to secure clients who are not just profitable but the perfect fit for your company.

Remember, we sell to people.

Your ICP has a decision-maker and influencers, and they are the people you should be gearing your marketing towards.

Your next step...building personas for each decision-maker and influencer as a way to anchor and target your marketing efforts.



Prove Marketing ROI

Discover The 6 B2B Marketing Metrics
your Boss *Actually* Cares About

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Ideal Client Profile for _____

Industry(s): _____

Revenue: _____

Employee count: _____

Geography: _____

Decision Makers: _____

Other Details: _____

The Problems We Solve For Clients

What Makes Them a Great Fit
