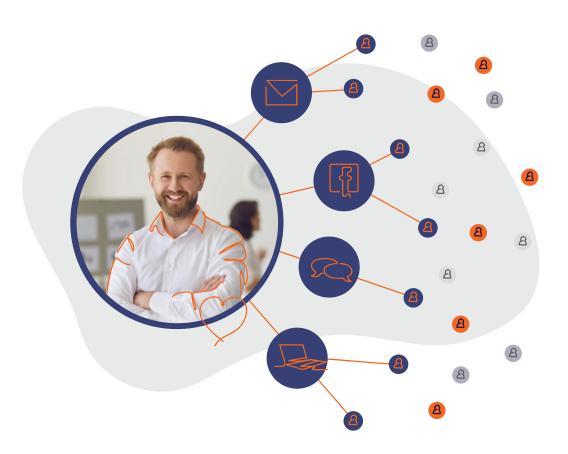
Creating Your Ideal Client Profile

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.

Example: Create Your Own List: 1. AlphaTech Solutions 2. Brilliant Innovations 3. Quantum Dynamics 4. Visionary Ventures Ltd. 5. Stellar Services Co. 6. Nexus Enterprises 7. Prodigy Solutions 5. _____ 8. Fusion Technologies 9. QuantumLeap 10. Apex Systems Ltd. 8. _____ 9. _____ 11. 12. _____ 13. 14. 15. _____

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	Examples:
1	Reasons You Love Working With Them:
2.	well as business partners.
3.	and honest.
4.	They're resistant to our feedback and make it difficult to move forward.
5.	
6.	

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	Examples:
1	Help navigate complicated financials to improve profitability.
2.	expanding staff opportunities and
3	Reduce your workload with added expert support.
4.	
5	
6.	

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:	Examples:
Industry(s):	Industry(s): Manufacturing, retail
Revenue:	Revenue: 500K to \$1 million
Employee count:	Employee count: 50 to 500 Geography: DE, MD, NJ, PA, VA , NC
Geography:	Other Details:
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 <u>least</u> influence or those who have <u>less</u> to do with the sales process.

Create Your Own List	Example:
1	1. <u>Director of HR</u>
	2. <u>Marketing Manager</u>
2	3. <u>Chief Marketing Officer</u>4. <u>Leader of the Board</u>
3	5 CFO
4	
5	
6	
7	
8	
9	
10	

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.



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