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| Ideal Customer Profile | | |
| **Ideal Customer Profile (ICP):** | Write a brief summary of the industry, annual revenue, etc. of your ideal customer.  (Think IDEAL, meaning, who loves your product and you would work with all day every day if you could) |  |
| **Average Sales Cycle** | Include a range for the average time from contact to close for this ICP. |  |
| Buyer(s) | | |
| **B2B:** Typically involves a buying committee. Include the job title associated with the buying roles and check if the buyer role is included in the decision process for the ICP in reference.  **B2C:** Typically single or family decision depending on purchase. Include their persona in the column relative to their role in the buying process and check if involved in the purchase. | | |
| **Buying Role:** | **Action:** | In this section input the title of the person in this role within this ICP: |
| **Initiator:** | Add the key person responsible for the project |  |
| **User** | Actual user of the product/service |  |
| **Decision-Maker** | The person with the final word |  |
| **Buyer** | Places the order |  |
| **Gatekeeper** | Decides who gets the chance to sell the product/service |  |

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| Unique Value Proposition | |  |
| **Unique Offering:** | Give a concise description of the name, key features, and benefits you offer. One or two sentences will do. |  |
| **Market Overview** | Describe the market you’re in and highlight any differentiators that set it apart from other market segments.  Include any insights on the market that could impact the decision, economic, competitive, industry factors, etc. |  |
| **Problem Pillars** | Share the core problems your offering solves for this ideal customer profile. |  |
| **Key Competitors** | List your key competitors  Add as many as needed |  |
| **Competitive Differentiators** | Share what’s unique about your offering  What makes it stand out from the competition?  Be Specific! |  |

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| Positioning | |
| **Value Message** | Craft a short and punchy line that encapsulates your offering specifically for this Ideal Customer Profile. |
| **Short Boilerplate Copy** | Prepare a short spiel that talks about it. This standard text allows consistent messaging across all your communications. |
| **Long Boilerplate Copy** | Add a slightly longer and more detailed version of your standard boilerplate copy. |
| **Top 5 Value Propositions** | |
| 1. | Communicate the benefits you offer to this Ideal Customer Profile |
| 2. |  |
| 3. |  |
| 4. |  |
| 5. |  |
| **Top 5 Proof Points** | |
| 1. | Offer evidence that supports your value propositions. |
| 2. |  |
| 3. |  |
| 4. |  |
| 5. |  |

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| Audience-specific Positioning | |
| Craft messaging that’s targeted to each one of your specific target audiences to create a better sense of connection. Copy and repeat this section for each. | |
| **Target Audience 1** | |
| **Tagline** | Craft a short and punchy line that encapsulates your offering. |
| **Short Boilerplate Copy** | Customize your standard spiel into something that caters to a particular audience. |
| **Long Boilerplate Copy** | Add a slightly longer and more detailed version of your audience-specific boilerplate copy. |
| **Top 5 Use Cases** | |
| 1. | Present scenarios that are relevant to this particular audience. |
| 2. |  |
| 3. |  |
| 4. |  |
| 5. |  |