## Purpose of Document

Refer to these ICP details whenever you are creating content or marketing materials for the specific target market. Review and update the details as often as possible to keep it relevant. At a minimum, review as a team every six months.

## ICP Summary

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| **ICP Name**  *Choose a memorable name for your ICP that you can reference internally.* | [Name]  *Examples: CEO Courtney, Entrepreneur Emily, Coach Cathy* |
| **Short Bio**  *Add some detail about your ICP to remember some of the finer details.* | [Add bio details here]  *Example: Entrepreneur Emily is a second-generation business owner. Her company is her everything. She dreams about how to expand. She has grown kids and is starting to think about selling or an acquisition.* |
| **Fears**  *No, not like spiders. Why would your ICA hesitate to hire your kind of business?* | [Insert fears here]  *Examples: Worries about losing access to and control over their own data. Concerned she won’t have the time to complete the project well and on time. Worried how the sales team will react to such dramatic changes in process.* |
| **Pain Points & Frustrations**  *What really irritates your ICA? What keeps them up at night?* | [Insert top 3-5 pain points]  *Examples: Processes are messy and key objectives aren’t being met. Revenue is stagnant.* |
| **How Can You Really Help?**  *How would your product or service really help them? What would they say the biggest benefits are?* | [Insert how you can actually help]  *Examples: Streamline processes. Create transparency into revenue goals.* |
| **How Will They Support Your Vision?**  *How will this specific type of person get you closer to your vision? How do they align with what you’re trying to accomplish?* | [Insert how this target market ICP supports your vision]  *Example: This ICP works for Fortune 500 companies which is part of our vision statement – we want to work with 5% of the Fortune 500.* |
| **Job Keywords**  *What job titles or job functions fit within this ICP? These will be used for ad targeting and content.* | [List job titles and job functions – what would be on their business card and what would they say their job function is? List as many as needed.] |
| **Job Experience** | [Add some detail about their job experience. How many years in their industry, etc.] |