

Ideal Customer Profile (ICP) Creation Tool

Based on the Teachings of "Shut The Hell Up And Sell" by Ronnell Richards

Introduction

Understanding your Ideal Customer Profile (ICP) is crucial for effective sales and marketing. This guide will help you identify your ICP using practical questions and insights based on Ronnell Richards' philosophies.

Instructions

1. **Set Aside Time:** Dedicate uninterrupted time to answer the questions thoroughly.
 2. **Be Honest and Detailed:** Provide honest and detailed answers for the best results.
 3. **Review and Reflect:** After completing the questions, review your answers and reflect on the insights gained.
 4. **Update Regularly:** Your ICP may evolve, so revisit and update your profile regularly.
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Personal Information

1. **Your Name:**
 - _____
 2. **Company Name:**
 - _____
 3. **Role/Title:**
 - _____
 4. **Contact Information:**
 - Email: _____
 - Phone: _____
 5. **Date:**
 - _____
-

Personal Profile

6. Marital Status:

- What is their marital status?
 - Single
 - Married
 - Divorced
 - Widowed
 - Prefer not to say

7. Children:

- Do they have children?
 - Yes
 - No
 - Prefer not to say

8. Hobbies:

- What are their hobbies?

■ _____

9. Passions:

- What are they passionate about?

■ _____

10. Personal Interests:

- What personal interests do they have?

■ _____

Demographics

11. Age Range:

- What is the typical age range of your ideal customer?
 - Under 20
 - 21-30
 - 31-40
 - 41-50
 - 51-60
 - Over 60

12. Gender:

- What is their gender?
 - Male
 - Female
 - Non-binary
 - Prefer not to say

13. Educational Background:

- What is their educational background?
 - High school
 - Bachelor's degree
 - Master's degree
 - PhD
 - Other

14. Job Title or Role:

- What is their job title or role?
 - _____
-

Firmographics

15. Company Size:

- What is the size of the company (number of employees)?
 - 1-10
 - 11-50
 - 51-200
 - 201-500
 - 501-1000
 - 1001+

16. Annual Revenue:

- What is the company's annual revenue?
 - <\$1M
 - \$1M-\$10M
 - \$10M-\$50M
 - \$50M-\$100M
 - \$100M+

17. Industry:

- In which industry does the company operate?
 - _____

18. Location:

- Where is the company located?
 - _____
-

Pain Points and Challenges

19. Top Challenges:

- What are the top three challenges your ideal customer faces in their role?
 - _____

- _____
- _____

20. Impact of Challenges:

- How do these challenges impact their day-to-day operations?

■ _____

21. Frustrations with Current Solutions:

- What are their biggest frustrations with current solutions or vendors?

■ _____

Goals and Objectives

22. Primary Business Goals:

- What are your ideal customer's primary business goals?

■ _____

23. Key Performance Indicators (KPIs):

- What key performance indicators (KPIs) are they focused on?

■ _____

24. Desired Outcomes:

- What outcomes are they looking to achieve with your solution?

■ _____

Buying Behavior

25. Purchase Preferences:

- How do they prefer to make purchases?

- Online
- In-person
- Through a sales rep

26. Influencing Factors:

- What factors influence their purchasing decisions the most?

■ _____

27. Decision-Makers:

- Who are the key decision-makers involved in the buying process?

■ _____

Current Solutions and Preferences

28. Current Solutions:

- What solutions are they currently using?

■ _____

29. Likes and Dislikes:

- What do they like and dislike about their current solutions?

■ Likes: _____

■ Dislikes: _____

30. Important Features:

- What features or services are most important to them?

■ _____

Communication Preferences

31. Preferred Method of Communication:

- What is their preferred method of communication?

- Email
- Phone
- In-person meetings

32. Frequency of Contact:

- How often do they prefer to be contacted?

- Daily
- Weekly
- Monthly
- Quarterly

33. Content Engagement:

- What type of content do they engage with the most?

- Blogs
 - Webinars
 - Whitepapers
 - Videos
-

Personal Impact

34. Personal Criteria:

- What criteria are they judged by in their job?

■ _____

35. Personal Impact of Your Solution:

- What is the personal impact of your solution to them personally?

■ _____

36. Effect on Life/Job:

- How have you affected their life or job?

■ _____

37. What They Care About:

- What do they care about the most in their personal and professional life?

■ _____

Summary and Analysis

After completing the questionnaire, review your answers to identify common patterns and insights. Use these insights to create a detailed profile of your ideal customer, which will guide your sales and marketing strategies.

Creating an Ideal Customer Profile is an ongoing process. Regularly update your profile based on new insights and changes in the market. Understanding your ICP will help you connect more effectively with your customers and drive better business results.