



# ICP Builder: your ideal customer profile

Part A is for you. Part B is for three to five of your best customers. Together they tell you who your website is really for.

## PART A: DESCRIBE YOUR BEST CUSTOMER

**1. Who are they?**

Type of person or business, and where they are

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**2. What problem are they trying to solve?**

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**3. How are they handling it today?**

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**4. What are their goals?**

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**5. What objections or roadblocks might stop them?**

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**6. What words do they use when they search for a business like mine?**

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**7. What would make them trust me?**

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### YOUR VALUE PROPOSITION

We help \_\_\_\_\_ solve \_\_\_\_\_

by \_\_\_\_\_, so they can \_\_\_\_\_.

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## ICP Builder (continued)

### PART B: QUESTIONS TO ASK THREE TO FIVE CUSTOMERS

Ask by email, by phone or in person. Keep it to about five minutes and thank them for their time.

1. How did you first hear about us?

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2. What were you looking for when you found us?

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3. What almost stopped you from choosing us?

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4. Why did you choose us in the end?

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5. If you searched online for a business like ours, what would you type?

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6. How would you describe us to a friend?

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7. What is one thing we could do better?

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**TIP:** look for words and phrases that repeat. Use them in your headline, your page titles and your Google Business Profile.

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