ICP Worksheet

Build your Ideal Customer Profile Just answer the following questions

What are your top 3 products?			
8	8	8	
Who uses the first product?			

Who uses the second product?

B

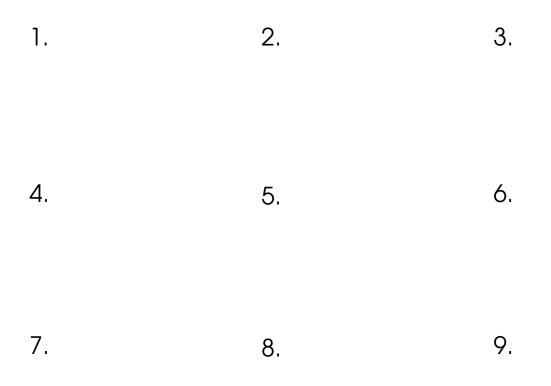
8

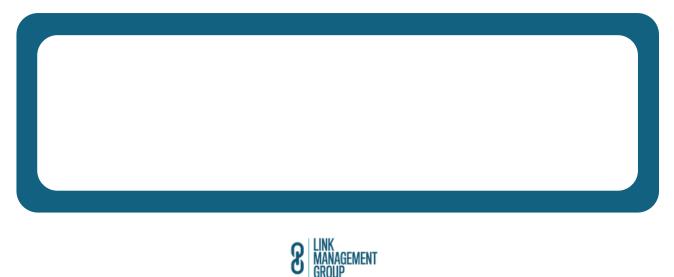
Who uses the third product?



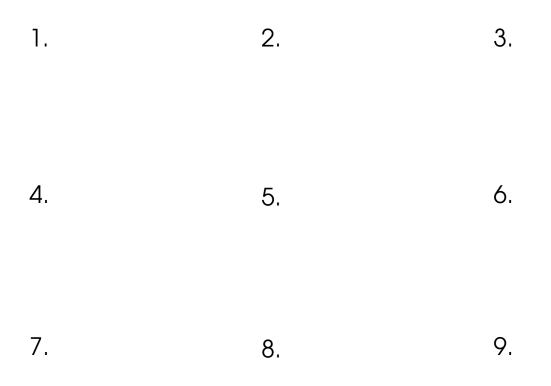


Find 9 of the first person on social media. List their names here:





Find 9 of the second person on social media. List their names here



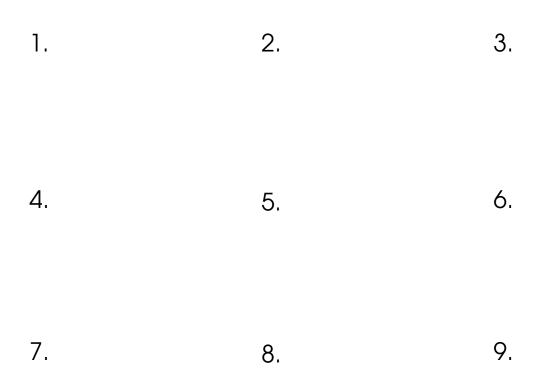


Find 9 of the third person on social media. List their names here

1.2.3.4.5.6.7.8.9.



Know your competion: list 9 of them here





What Demographic data have you noticed from your research?

What Psychographic data have you noticed from your research?

What other commonalities have you noticed?

