

ICP Worksheet

Build your Ideal Customer Profile
Just answer the following questions

What are your top 3 products?



Who uses the first product?



Who uses the second product?



Who uses the third product?



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

1.

2.

3.

4.

5.

6.

7.

8.

9.

What hashtags are they using?

ICP WORKSHEET

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

1.

2.

3.

4.

5.

6.

7.

8.

9.

What hashtags are they using?

ICP WORKSHEET

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

1.

2.

3.

4.

5.

6.

7.

8.

9.

What hashtags are they using?

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Know your competition: list 9 of them here

1.

2.

3.

4.

5.

6.

7.

8.

9.

What hashtags are they using?

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What Demographic data have you noticed from your research?

What Psychographic data have you noticed from your research?

What other commonalities have you noticed?