

Ideal Customer Profile Worksheet

Define who you're actually selling to before you build a funnel around it.

Firmographics

Industry / Vertical: _____

Company Size: _____

Location / Geography: _____

Situational Triggers

What's happening in their business when they become a good fit? (growth, a hire, a failure, a deadline)

What's the "before" moment that makes them start looking?

Pain Points

What's the specific, painful problem they have? Who feels that pain most directly?

Buying Behavior

Who's involved in the decision (economic buyer, user, technical evaluator)? What's their typical budget range and timeline?

Poor Fit Signals

What traits or situations mean this isn't actually a good fit, even if they're interested?