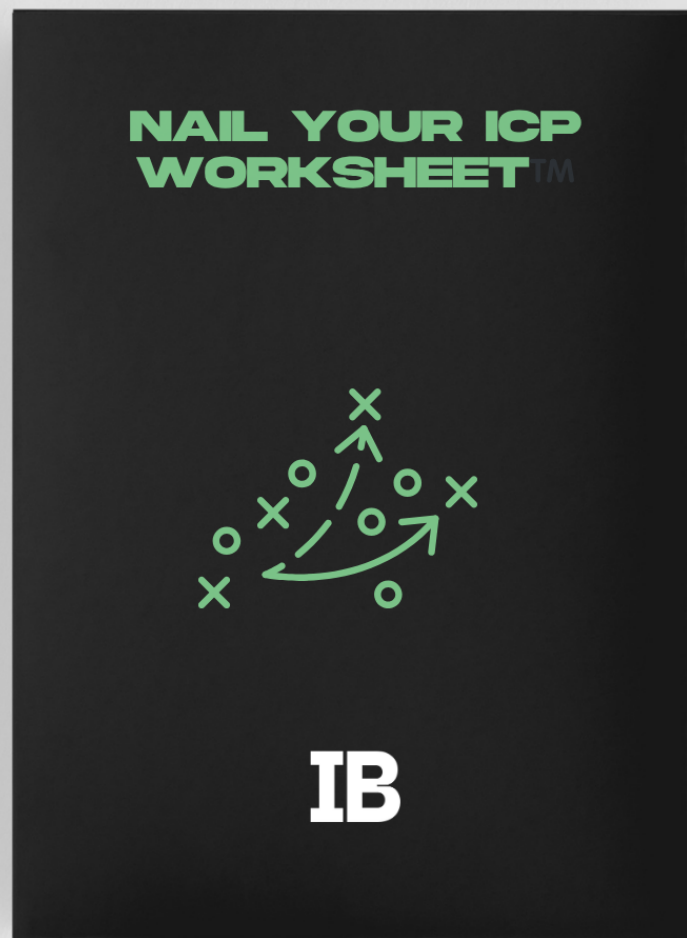




Get laser focused on who you are
selling to & upgrade your
understanding of them

To make sales and marketing easy

Nailing your ICP is the foundation to building a successful market & sales strategy. It's an essential step, but most small biz owners skip it, then wonder why leads don't flow consistently. We need laser-focus on who we're talking to for our messaging to resonate.

How to use this Worksheet: type this up on a separate document (or grab a pen & paper if you wish) + answer the Q's below.

SECTION 1: PREVIOUS CLIENTS	YOUR ANSWERS
List 3-5 previous clients who were among your most profitable <u>and</u> among the most energising to work with..	1. 2. 3. 4. 5.
For each client listed, what made these projects profitable/successful? (E.g. communication, speed of information provided, sticking to deadlines, right first time etc.)	1. 2. 3. 4. 5.
For each client listed, what energised you about working with them? (E.g. was it the type of work, the client's industry, rapport, the client's team, or something else?)	1. 2. 3. 4. 5.

SECTION 2: CLIENT CHARACTERISTICS	YOUR ANSWERS
Based on your reflections, what do they have in common? Niche/industries? Business size?	
What personality traits / characteristics do the clients that you resonate with have? (E.g. beliefs, view of the world, fun)	
What common needs, challenges, goals, desires do these clients have?	

SECTION 3: ALIGNING YOUR SERVICES (STRENGTHS)	YOUR ANSWERS
For which type of clients can you consistently deliver world-class results? Consider your unique strengths and resources.	
What sets your service apart from competitors in the eyes of these clients?	
How does your value proposition address the specific needs, challenges, or pain points of these clients?	

SECTION 4: UNDERSTANDING YOUR CLIENTS <i>(USE THESE IN YOUR CONTENT FOR SOCIAL MEDIA, EMAILS, LANDING PAGES ETC.)</i>	BRAINSTORM BELOW <i>(UPDATE THIS LIST CONSTANTLY AS YOU LEARN. USING THE SAME WORDS AS YOUR CLIENTS IN COPY AND CONTENT IS POWERFUL)</i>
1. What are their wants/desires?	
2. What are their external problems? What is the tangible problem that is being experienced? E.g. lost revenue, can't find good staff, doesn't understand finances	
3. What are their internal problems? How are they experiencing these in their everyday lives? Feelings such as frustration, angry having to spend time away from family, feeling impatient	

4. What are their philosophical problems? Why is this unfair? E.g. I shouldn't have to have an accounting degree to have a grip of my finances, or I shouldn't have to waste so much time to find good staff, or I didn't get into business to be the next Gary V.	
5. What's at stake? What does success look like (what have others achieved)? What's at risk when they don't succeed (what's been the cost of inaction for others)?	
6. What/who is the enemy? What stands in the way of your clients getting results? E.g. a bad industry practice, a way of thinking, a type of competitor	
7. Your Elevator Pitch We help X do Y, without Z E.g. We help small biz owners who want to build a business, not a prison.	<i>(This could be your LI headline)</i>

What are the 25 biggest problems your client is facing right now? Next to each problem, list the symptoms that your client is experiencing. List these out and never be stuck for content again. By talking about the symptoms your client is experiencing, you can demonstrate a deeper level of understanding and empathy. Put a * next to the biggest problem (this may change over time). This key challenge can be an area of focus for an offer, service, content etc.	Ideal clients biggest problems	Symptoms of these problems
	1.	1.
	2.	2.
	3.	3.
	4.	4.
	5.	5.
	6.	6.
	7.	7.
	8.	8.
	9.	9.
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	25.	25.

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