

IDEAL CLIENT PROFILE & PERSONA DEVELOPMENT

TARGET MARKET DEFINITION

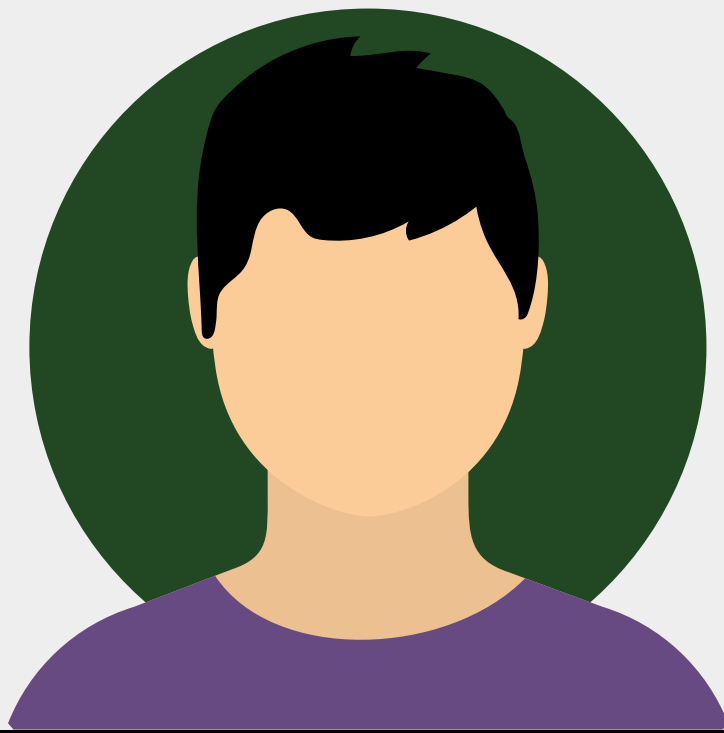
- US & Canada based businesses
- With \$10M+ Annual Revenue
- Generally 500–2500 employees
- High growth industries like Biotechnology, Robotics, Fintech, Software Development
- Using technology like JIRA, Asana & Looker
- Company names like SoFi, Atmos Energy & Hyland Software

- Total Addressable Market (TAM):
 - 13,000 companies
 - 42% Greenfield/ 58% Replacement Market
 - 10/5% Close Rates @ \$100k ACV
- Estimated \$10B TAM



Prospect Buyer Personas





Charlie

Profile: Example overview of a real-life Charlie and the Champion Role as it pertains to this industry

Priorities & Goals: General priorities & goals you can expect Charlie to have in mind

CHAMPION

Demographics & Psychographics:

Age
Location
Company Type
Function & Seniority Level
Industry
Years of Experience
Education
Role in Buying Process
Recent Life Event
Most likely DISC Profile

Where to find him Online:

Platforms
Communities

Favorite products & influencers:

Sample Influencer
Sample Product

Current Challenges:

Challenge #1 Details
Challenge #2 Details
Challenge #3 Details

Motivated By:

Motivation #1 Details
Motivation #2 Details
Motivation #3 Details

Objections to listen for:

Common Objection #1 Details > Transition to Value Prop
Common Objection #2 Details > Transition to Value Prop

ICP COPYWRITING DEVELOPMENT

- ICP Communication Style
- Words to use & avoid
- How to structure communications
- Value Prop that will resonate



- Speaks in bullet points, don't embellish
- Avoid overuse of ROI, phrases like "pays for itself" and the like
- Brief, clear ask, stated value

LEARN TO SPEAK THE LINGO

SAMPLE GTM ANALYSIS