

Ideas • Answers • Insight

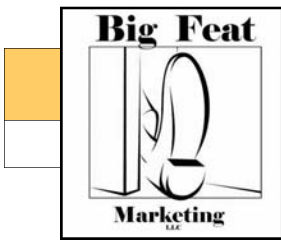
ICP (Ideal Customer Profile) & USP (Unique Selling Proposition)

My Ideal Customer Would Most Often Be:

- Male
- Female
- Evenly split

- ◆ Between the ages of _____ and _____ (10-15 year segment)
- ◆ Live/work within _____ miles of my business.
- ◆ On average they have a gross annual income (gross revenue) of: _____
- ◆ The primary decision makers would have the title(s) of: _____
- ◆ Other decision makers would be: _____
- ◆ Is most frustrated with the following three things as they relate to existing products or services in my field:
 1. _____
 2. _____
 3. _____
- ◆ Other common characteristics or lifestyle traits of my customers:

- ◆ The three most distinctive benefits my customer gets from working with me/us:
 1. _____
 2. _____
 3. _____
- ◆ *Look at the last question again...ask yourself: "So What"?. Make sure they are distinctive.*
- ◆ *Try brainstorming out a few "positioning" statements based on the results of these steps.*



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Customer Segmenting Strategy

	Commodity	Consultative	Comprehensive
Characteristics of Buyer Type			
Primary Message— Segment Specific USP			
Service & Execution Path			