



Practice Activity

Create an ICP for an Individual

Objective:

Create an ICP for an individual.

Instructions:



Fill in the details for each section included below.



After you are done, review and adjust the templates.

1. Demographics

Age Range: Specify the age range of your ideal customers.

Gender: Identify the gender if relevant to your product or service.

Income Level: Outline the income bracket of your ideal customers.

Location: Define the geographic location or region.

2. Needs

Pain Points: Detail the common problems or challenges your ideal customers face.

Goals: Describe what your ideal customers aim to achieve by using your product or service.

3. Behaviors

Buying Habits: Outline their purchasing frequency and buying preferences.

Brand Loyalty: Identify how loyal they are to brands and what influences their loyalty.

Product Usage: Describe how often and in what ways they use products or services similar to yours.

When you're ready, return to the e-learning module to continue your learning journey.