MY BUYER HANDBOOK

THE PEOPLE

AT MY ICP

Use this training to visualize the very people you're trying to connect with at businesses.

Continually update this as part of your Buyer Handbook as you collect more data on your best clients.

ICP representative brand:

INDUSTRY:

LOCATION:

EMPLOYEES:

REVENUE:

DEPARTMENT:

CREATIVE TEAM:

BUDGET:

HOW THEY'RE SOLVING THEIR COPY STRUGGLES TODAY:

**TOOLS THEY USE FOR MY SPECIALIZATION:**

TIME TO CLOSE:

BEGINNER   INTERMEDIATE   ADVANCED

S A
$ L

Who am I targeting?

IDEAL CLIENT PROFILE (BUSINESS)

PERSONA A:

_____

PERSONA B:

_____

PERSONA C:

_____

Org chart with my **personas**

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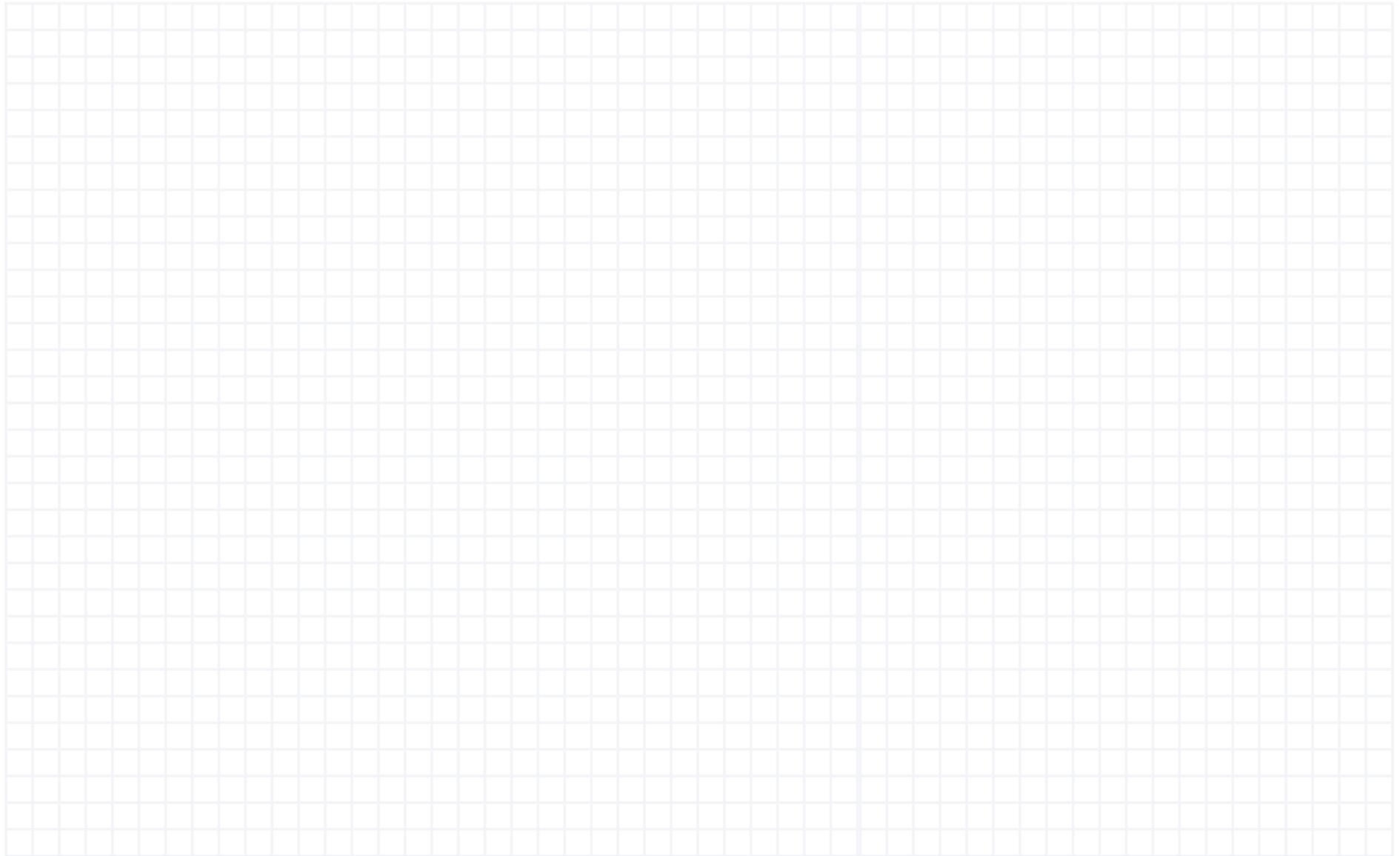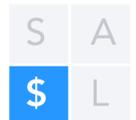
Org chart with personas + influencers

CFO

VP Marketing

Approves projects and budgets

Who are the people in my meetings and Google docs?

Brand manager

Lifecycle lead

My primary POC

Senior copywriter

Senior designer

Often finds and follows me

BEGINNER

INTERMEDIATE

ADVANCED

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