

Creating Your Ideal Client Profile and Personas

Using AI Tools to Perfect Your Targeting

BY: SHANE O'QUINN

THANK YOU 🙌

Abi Prendergast and **Michael Seaton**
for letting me use your CV and LinkedIn
data for this presentation!

ICP and Persona Recap

- **Ideal Client Profile (ICP):**

The type of business you want to target.

- **Personas:**

The specific individuals within those businesses.

Components of an Ideal Client Profile (ICP)

- **Industry:** The specific sector or market your ideal clients operate in (e.g., Tech, SaaS, Healthcare).
- **Location:** Geographic regions where your ideal clients are based
- **Company Size:** Number of employees or size of the organization.
- **Revenue:** The annual income range of the company.
- **Department:** The specific departments within the organization that you typically interact with (e.g., Marketing, Sales, Creative Services).

Components of an Ideal Client Profile (ICP)

- **Creative Team:** The structure and makeup of the creative team (e.g., in-house, freelancers, use of AI).
- **Budget:** The amount of money the company is willing to spend on your services.
- **How They're Solving Their Copy Struggles Today:** How they are currently addressing their needs or challenges (e.g., using freelancers, in-house teams).
- **Tools They Use for My Specialization:** Specific tools or platforms they use that are relevant to your specialization (e.g., CRM systems, design software).
- **Time to Close:** The typical time frame it takes for the company to make a purchasing decision.

Value and Affordability

- **Value What You Do:**

Clients understand the importance and benefits of your services.

- **Can Afford Your Services:**

Clients have the financial capacity to pay for your services.

Components of a Persona

1. **Role:** The job title and responsibilities of the individual.
2. **Challenges:** The main pain points and problems they face.
3. **Goals:** What they aim to achieve in their role.
4. **Decision-Making:** How they make purchasing decisions.
5. **Current Solutions:** Tools and services they currently use.
6. **Influencers:** Other individuals who influence their decisions.

Example of ICP and Persona

ICP: Tech/SaaS companies in North America with 5,000+ employees and \$1M-\$15M revenue.

- **Persona A:** VP of Marketing - Approves projects and budgets.
- **Persona B:** Lifecycle Lead - Primary point of contact.
- **Persona C:** Senior Copywriter - Often finds and follows me.

Using AI to Define Your Perfect Client

Perfect Client Defined As:

- **Values What You Do**
- **Can Afford Your Services**

Introducing ICP Client Profile (Business)



CSP: ICP Client Profile (Business)

By Shane O'Quinn &

Creates Ideal Client Profiles based on your LinkedIn profile, including detailed company research.

[Click here to
get started...](#)

Creating a Persona

Persona Michael Seaton



Basic Demographics:

- **Name:** Michael Seaton
- **Age:** 45-50
- **Gender:** Male
- **Location:** Toronto, Ontario, Canada
- **Language:** English

Interests and Preferences:

- **Hobbies and Activities:** Enjoys learning about agile marketing, digital transformation, and leadership in marketing.
- **Entertainment:** Likes TV shows such as "The Office," "The Sopranos," and "Curb Your Enthusiasm," as well as classic crime films like "Goodfellas."
- **Brands and Products:** Favors brands like Nespresso, Ogilvy Consulting, and DigitalMarketer; also likes luxury brands such as Burberry and tech companies like Meta.
- **Food and Beverages:** Enjoys dining at places like Pancer's Original Deli and Nouveau Palais; also likes snacks from Nabisco and Doritos.

Social and Political Views:

- **Political Affiliation:** Likely moderate to liberal, inferred from community involvement and support for social causes.
- **Religious Beliefs:** Inferred to be non-religious or casually religious, with some involvement in Jewish community events.
- **Social Issues:** Supports organizations like Habitat for Humanity and the Canadian Cancer Society, with interests in healthcare and vision support.

Behavioral Patterns:

- **Engagement Frequency:** Frequently engages with content related to marketing, leadership, and digital transformation; regularly interacts with professional groups and shares insights on LinkedIn.
- **Content Consumption:** Prefers reading articles and participating in discussions on agile marketing and digital transformation; engages with videos and news about current trends in marketing and technology.
- **Activity Times:** Likely active during weekday mornings and afternoons, inferred from professional engagement patterns.

Collecting Data for Personas

- **Collect publicly available data (e.g., Facebook likes, LinkedIn CV, articles published).**
- **Create a knowledge base.**
- **Create persona with prompt.**
 - **Emulate author's voice**
 - **Facebook likes**
 - **LinkedIn Bio, etc.**

Cloning Your Target Persona

Ask Michael: Digital & Agile Marketing Advice ▾



Ask Michael: Digital & Agile Marketing Advice

By Shane O'Quinn 人

Get expert advice from Michael Seaton, President of Level C Digital and U of T instructor. Specializing in agile marketing and high-performance teams, Michael offers insights into modern strategies and digital transformation to propel Canada's largest brands to new heights.

Click here to
ask Michael
a question...

Using AI for Continuous Learning

- **Pull in RSS feeds for real-time knowledge (their Twitter feed, blog RSS feed, etc.).**
- **Ask questions, request feedback, create look-alike audiences, and interview your persona.**

Using Your LinkedIn Bio to Create Personas

Prompt:

Analyze the LinkedIn bio in the attached PDF and extract user personas from it. Create a table listing the personas, likely interests, and how to best approach and engage them.

Analyzing Competitors for Personas

Prompt:

This URL is from my organic search competitor: [insert URL]. Analyze the page and tell me the targeted buyer personas. Create a table listing each persona and the page elements or wording that informed your conclusion.

Using Search Engines for Personas

Prompt:

Search Bing with “conversion copywriting services” and provide detailed target personas for each page one of the organic listings. Create a table of each persona and include ideas on better targeting that type of buyer.

Tal's Ideal-Customer-Profiles-ICP (Lemlist)



Tal's Ideal-Customer-Profiles-ICP (Lemlist)

By Simon Orlob 8

This GPT is designed to assist users in crafting their Ideal Customer Profiles (ICP) by systematically gathering and analyzing key information, following a structured process provided by Tal from Lemlist.

-> Start by
clicking here

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- <https://www.morphic.sh/>

**Let's Ask Michael Some
Questions!**