

# Ideal Customer Profile Worksheet

Fill this out before your next outreach campaign. A sharper ICP means fewer wasted messages, higher reply rates, and prospects who actually close.

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## 1 · Firmographics

Industries / verticals (list 3-5)

Company size (employee range)

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Annual revenue range

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Geographic focus

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Growth stage (seed / series A-D / public)

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## 2 · Buyer persona

Title(s) — decision maker

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Title(s) — champion / influencer

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Department / function

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Years in role (range)

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### 3 - Pain points

List the top 3 problems this buyer is trying to solve. Be specific.

#### Problem 1

#### Problem 2

#### Problem 3

### 4 - Messaging angles

What specific hook or insight will resonate? Tie this to a pain point above.

#### Hook #1 (urgency-based)

#### Hook #2 (proof / social)

#### Hook #3 (insight / data)

### 5 - Disqualifiers

Who should **not** get messages from you? (Wrong industry, too small, competitors, current customers, recent layoffs, etc.)

**Next step:** Load this ICP into Infonet's targeting filters. Your AI will personalize every first message based on what you defined here. Try Infonet free at [infonet.co](https://infonet.co).