

FOUNDER / CREATOR TOOLKIT

Your Ideal Customer Profile — on one page

Most solo businesses try to sell to everyone and reach no one. Your ICP is the one person you build, write, and sell for. Fill this in once, keep it where you can see it, and every decision — what to make, what to say, where to show up — gets easier.

How to use it: Answer from a REAL customer you already have (or the closest one), not a fantasy. Be specific — "freelance video editors billing \$3–8k/mo" beats "creatives." Do it in one sitting; you'll refine it as you learn. The last box is the whole thing in one sentence — that's the part you actually use.

1 Who are they, concretely?

Role / business type, size, stage, income range, where they're based. Picture one real person.

2 The problem they feel

The painful, recurring job they're trying to get done — in their words.

3 What they do today instead

The spreadsheet, the tab-switching, the tool they tolerate. Your real competitor.

4 The trigger

What happens right before they go looking for a fix?

5 Where they already are

Channels, communities, creators, search terms — where you can actually reach them.

6 What "success" looks like to them

The outcome they'd pay for — not features, the result.

7 Their objections

Why they'd hesitate: price, trust, effort, "I already have a system."

8 Who this is NOT for (your anti-ICP)

Naming who you DON'T serve sharpens who you do. Say no on purpose.

THE ONE SENTENCE YOU'LL ACTUALLY USE

My ideal customer is _____ who struggles with
_____, currently copes by _____, and really wants
_____.

Now put it to work: Read your homepage, your last post, and your pitch out loud. Does each one speak to THIS person and their problem in box 2? If not, that's your next edit. Re-run this worksheet every quarter — your ICP sharpens as you sell.

Once you know who you're building for, the next job is seeing whether your real numbers back it up — which customers actually pay, which content brings them, which ones go quiet. That's the kind of cross-source picture [Vexlynk](#) puts on one board, so your ICP stays honest against what's really happening. → [vexlynk.app/features](#)