

Single Sentence IC Profiles

BRAND NAME:

INSTRUCTIONS: Using the elements below of a single-sentence IC profile and examples sentences for your type of business (B2C or B2B), write 3 profiles of the clients in your tribe – one primary and two secondary clients you are targeting.

B2C Individual Clients

For personal products and services

- Gender
- Age
- Marital Status
- Location — country, city, state
- Family size
- Income

Examples:

- A single male in his early twenties renting an apartment in NYC and making more than \$100,000 a year
- A married mother of four in Wisconsin that is a stay-at-home parent and has a total family income of less than \$40,000 per year
- A divorced father of two residing in Alaska, on a farm, with a net worth of several million dollars
- A couple in their thirties with no children, living in Boston, coping with unemployment

B2B Business Clients

For business products and services

- Industry
- Business (what they do)
- Business size (number of employees, revenue)
- Title/Role (as the decision maker)
- Gender
- Age, generation
- Location of business — country, city, state
- Problems they have that your brand solves

Examples:

- 38-year-old founder of a 3-year-old landscaping architecture business in Canton, GA making \$200K and employing 6. He's concerned he's losing potential clients because he doesn't have an online presence.
- A 42-year-old former corporate HR manager has just launched her new professional coaching brand in Columbia, MD. She has a year to generate \$75,000 to cover her personal expenses.
- The 51-year-old COO of a small medical technology machines distribution company, employing 12, in Fredericksburg, Virginia needs to streamline the company's automated procurement process.

	Avatar 1
	Avatar 2
	Avatar 3

