

Ideal Customer Profile

ICP - Ideal Customer Profile

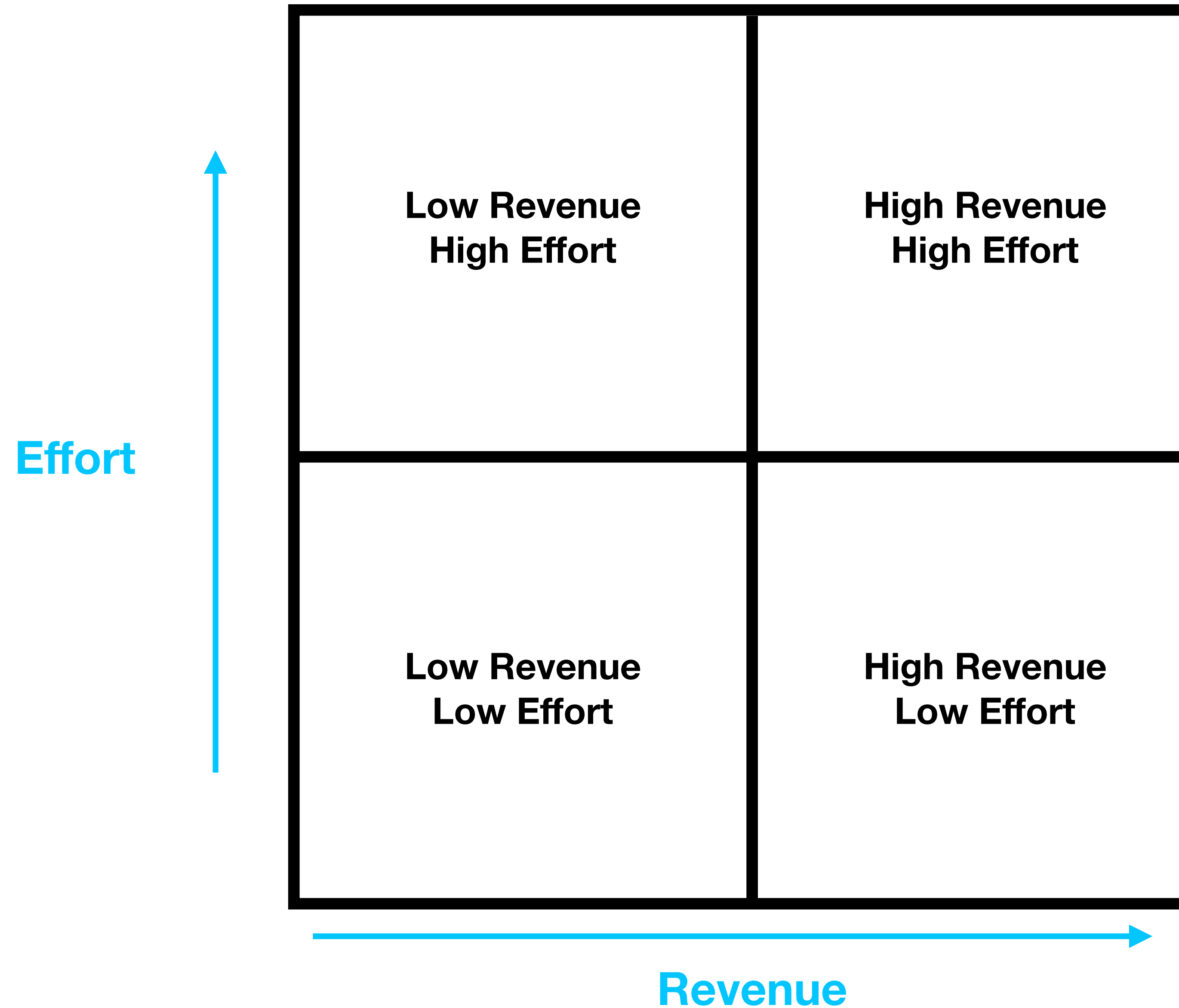
- Map our characteristics of your top 5% to 10% of customers
- High likelihood of purchasing

ICP - Ideal Customer Profile Example

My Ideal Customer:

- Works in [X industry]
- Has X in yearly revenue
- Has X employees
- Uses Cryptocurrency to accept payments
- Currently experiences X **pain** caused by Y **problem**

Effort Vs. Revenue



MINING COMPANIES

WITH GOOGLE

Mining Companies with Google

- In the Google Search bar type in:
 - Business Function + Geographic Region

Mining Companies with Google

- In the Google Search bar type in:
 - Business Function + Geographic Region
 - Top X Companies

MINING WITH

DIRECTORY SITES

Directory Business Mindset

- Businesses advertising online have money and are already investing in online marketing
- Potentially easier to get a meeting vs. a company that does not do any online advertising

MINING CONFERENCES

Mining Conferences

- If you are going to attend a conference, ask for an attendee list:
 - sometimes conferences will give them to you for free
 - sometimes you will have to pay

**If you are not attending any upcoming
conferences, here's how you can
mine for companies at no cost**



Mining Conferences

- Search for Conferences in a general area
 - example: “financial tech conferences in America”
- Find Sponsors and Exhibitors list

IDEAL CUSTOMER PROFILE

MINING CONFERENCES

AND ATTENDEE LISTS

Attendee Lists

- **If you are going to a business conference:**
 - Ask the organizers for an attendee list
 - make sure it includes company, decision makers, and email addresses
 - May be FREE for sponsors
 - May have to pay if attendee or sponsor

Mining Conferences

- Look for conferences where you believe companies who fit your Ideal Customer Profile will attend
- Find companies that sponsor the event and add them to your hit list

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AND ATTENDEE LISTS

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MINING AWARD WINNERS

Award Winners

- Use Google to identify companies that win awards
- Find “Top Lists” and add them to your hit list
 - example: Inc. 5000

MINING YOUR

PERSONAL NETWORK

Personal Network

- LinkedIn Connections
 - use search filter to narrow your search
- Facebook Friends
 - filter by geographic location

MINING LINKEDIN

Mining LinkedIn

- LinkedIn Search
 - Search by People and by Company
- People also viewed
- LinkedIn Groups > List of Members

MINING ONLINE COMMUNITIES

Online Communities

Question: Where does your ICP hang out?

Online Communities

- Reddit
- Industry Specific Forums
- Google Plus Groups