

Define who you sell to in 30 minutes

An ideal customer profile (ICP) is the short description of the companies and people most likely to buy from you, and why. Small teams can't afford to write to everyone. This worksheet gets yours on one page.

Part 1. Your best customers today

List your 3–5 best customers (happiest, fastest to close, most profitable).

Customer	Industry	Size (staff)	Location	Who bought (title)	Why they bought	How they found you

What do they have in common? Write it in one sentence.

Part 2. The company

- **Industry or niche:**
- **Size:** staff range, revenue range
- **Location / markets served:**
- **Tools or setup they already use** (signals they're ready):
- **Disqualifiers** (who you should never write to):

Part 3. The person

- **Title of the buyer:**

- **Title of the user** (if different):

- **What they're measured on:**

- **What keeps them up at night** (in their words):

- **What they've tried before, and why it fell short:**

Part 4. Why now (triggers)

The events that make someone ready to talk this month. Tick and add your own.

☐ Hiring for a role your product helps (e.g. a first SDR)

☐ New funding, new location or new leader

☐ A regulation, deadline or season

☐ Switching away from a tool

☐ Public complaints about the problem you solve

Part 5. Your message in three lines

- 1 **Problem:** "Teams like yours usually..."

- 2 **Proof:** one specific result or fact.

- 3 **Ask:** one small, easy next step.

Part 6. Where to find them

- Public directories, associations or registers:

- Communities and events they attend:

- Data sources you'll use (and how you'll verify addresses):

How Artificial Outreach helps: it reads your website, drafts your ICP and offer, then finds companies that fit and writes to one person at a time from your own mailbox, with you approving the first message to anyone. 14-day trial, no card. www.artificialoutreach.com