

FREE TOOL

ICP Blueprint Worksheet

Define your ideal customer in 15 minutes.

This is the exact worksheet used with brands generating £10K to £100K per month. Includes two completed examples from real brands so you can see what 'good' looks like before you start.

Why This Matters

If you cannot describe your customer in one sentence, every piece of content you create is a guess.

The numbers behind a clear ICP

2.4x

higher conversion on paid ads
when ICP is clearly defined
Meta Business benchmarks

+29%

email open rates when
messaging matches ICP
language
HubSpot 2024

3x

more engagement on
persona-specific content vs
generic
Semrush

Most brands skip this step. They jump straight to content, ads, and funnels. Then they wonder why nothing converts.

The brands that grow fastest all started here.

Gymshark

A completed ICP for a £1B brand

| | |
|--------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| PRODUCT | Performance gym wear for serious lifters and fitness enthusiasts. |
| PROBLEM | Gym wear that fits athletic body types, looks good, and performs during heavy training. Most mainstream brands design for average builds. |
| CONSEQUENCE | They settle for ill-fitting gear from Nike or Adidas that bunches, rides up, or looks generic. They feel like they do not look the part despite putting in the work. |

WHEN
Pre-gym. They plan their outfit the night before or morning of. The gym is a performance space and they want to look and feel ready.

WHERE
Commercial gyms and home gyms. Not outdoor runners. Not yoga studios. Weight rooms and functional training areas.

WHY
Identity. They are gym people. Gymshark is not just clothing, it is a signal that they take training seriously.

| | |
|-----------------------|-------------------------------------------------------------------------------------------------|
| DEMOGRAPHICS | Age 18 to 28, 65% male, UK/US/EU, £20K to £45K income, students and early career. |
| FEAR | Looking average. Being mistaken for a casual gym-goer. |
| DESIRE | Feeling like an athlete. Looking the part. Belonging to the community. |
| TRIED BEFORE | Nike (too mainstream), Adidas (not gym-focused enough), Amazon basics (no identity). |
| LANGUAGE | They say 'gains', 'PR', 'shredded', 'leg day'. They do not say 'exercise' or 'workout clothes'. |
| OBJECTIONS | Price (£35 to £50 per item vs £15 alternatives). Is it worth it? Will it last? |
| BUYING TRIGGER | New year, summer cut, seeing a Gymshark athlete on Instagram wearing a new drop. |

Notice how specific this is. Not 'young men who like fitness.' The ICP tells you exactly when they think about gym wear, what language they use, and what triggers a purchase. This is what makes content convert.

REAL EXAMPLE TWO

SKIMS

A completed ICP for a \$4B brand

| | |
|--------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|
| PRODUCT | Inclusive shapewear and basics for every body type. |
| PROBLEM | Shapewear and basics that actually fit all body types and skin tones. Existing options are limited in size range and only come in 3 colours. |
| CONSEQUENCE | They wear uncomfortable shapewear that does not match their skin tone, shows under clothing, and makes them feel like the product was not made for them. |

WHEN
Getting dressed for work, events, dates. The moment they look in the mirror and want to feel smoothed and confident.

WHERE
At home, in the bedroom. This is an intimate purchase, not a public one.

WHY
Confidence. Feeling put-together underneath. Knowing the foundation layer looks and feels right.

| | |
|-----------------------|------------------------------------------------------------------------------------------------------|
| DEMOGRAPHICS | Age 22 to 40, 95% female, US/UK/EU, £30K to £80K, working professionals. |
| FEAR | Visible shapewear lines. Skin tone mismatch. Being limited by size. |
| DESIRE | Feeling like the product was made specifically for them. Inclusivity that is real, not performative. |
| TRIED BEFORE | Spanx (limited sizes, only nude/black), Victoria's Secret (too sexualised, narrow sizing). |
| LANGUAGE | 'Smoothing', 'second skin', 'barely there', 'my shade'. Not 'compression garment'. |
| OBJECTIONS | Price (\$28 to \$68). How does it compare to Spanx? Will it actually match my skin tone? |
| BUYING TRIGGER | New collection drop, friend recommendation, seeing it on social media. |

SKIMS ICP is so clear that every piece of content, every product shot, every email can speak directly to this person. That is why they reached \$4B. They know exactly who she is.

The Foundations

Take 7 minutes. Be specific. Generic answers produce generic content.

A. Your Product

What do you sell, what problem does it solve, and what happens if it is not solved?

What do you sell?

What problem does it solve?

What is the consequence of not solving it?

B. The 3 Questions

When, where, and why do they use you?

WHEN

WHERE

WHY

C. Demographics

| | | |
|---------------|--------------------------|-----------------|
| <i>Age</i> | <i>Gender</i> | <i>Location</i> |
| <hr/> | <hr/> | <hr/> |
| <i>Income</i> | <i>Role / life stage</i> | |
| <hr/> | <hr/> | |

The Deep Layer

This is the layer most brands skip. It is also the layer that makes content convert.

PAIN AND DESIRE

Their fear

Their desire

What they have already tried

LANGUAGE AND TRIGGERS

Words they use (their words, not yours)

Top 3 objections

Buying trigger

Pull customer language directly from reviews, DMs, comment sections, and Reddit threads in your category. Your customer's words always outperform your marketing words.

Score Yourself

Rate your ICP clarity from 1 to 10 on each. Total out of 80.

| | |
|----------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Can you describe your customer in one sentence? | <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> |
| Do you know WHEN they use your product? | <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> |
| Do you know WHERE they use it? | <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> |
| Do you know WHY they need it? | <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> |
| Can you list 3 objections they have before buying? | <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> |
| Do you know the exact WORDS they use? | <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> |
| Do you know what TRIGGERS them to search for a solution? | <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> |
| Do you know what they have already TRIED? | <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> |

60 to 80
Strong foundation. Your content should convert well.

40 to 59
Gaps exist. Content is hitting some of the time but missing opportunities.

Under 40
Your content is a guess. This is why ads do not convert and the funnel leaks.

If you scored under 40, your content will not convert no matter how good it looks. Fix this first. The Growth Playbook walks you through the full process with prompts, templates, and frameworks. [£27 at grwthmode.com](https://grwthmode.com)

GRWTH MODE

Two ways to take this further.

PLAYBOOK

The Creator Brand Growth Playbook

10 chapters. 30 hooks. 70 subject lines.
14 templates. The complete system.

£27

CUSTOM

Custom Growth Blueprint

Complete growth strategy built for your brand. ICP, positioning, content, funnels, emails, ads.

£395

GRWTHMODE.COM