

Profits, Power, & Permission

By Phil Kaplan

**THIS IS YOUR I.C.A.
WORKSHEET**



Invest the time in identifying your market, your ideal client, and the emotional, social, and geographic cues that will allow you to build an ideal business in which you provide thrilling solutions in exchange for immense reward.

YOUR Ideal Client Avatar (I.C.A.)

As a trainer progresses to a place where the business becomes a thriving entity, rather than seeking “clients,” he or she strengthens marketing position and value by determining what subset of the marketplace has a specific need or pain that can be overcome.

In order to refine and streamline marketing, and in order to determine your value proposition, it’s best to “know your target,” in essence, creating an avatar of the client you feel will best serve you.

When you recognize your ICA, you can determine where that client is best found, what that client would be willing to pay, and what promise and offer might best reinforce the connection.

- Choose your ideal client based upon
 - Your passion
 - The value of the outcome you deliver
 - The size of and potential access to “the market”

ICA Worksheet

1. In as much depth as possible, with specificity, define your Ideal Client Avatar. Be sure to include age group, financial state or status and how that might be gauged (area of residence, position, association), key problem / pain, history (if there is a commonality i.e. sought medical help), present state of health, most likely expressed outcome, support network, etc.).

2. Come up with five people you know (clients, former clients, friends, relatives, colleagues, peers, prospects) and describe their situation and how they “fit” or “represent” the ICA.

3. Where, geographically, might you find these people?

4. Where, socially, might you find these people?

5. Identify 5 Facebook friends (or connect with 5 new Facebook friends) that represent your ICA.

6. Identify 3 Facebook groups where you can reach your Avatar

7. Identify 3 Facebook groups where you can connect with non-competitive entrepreneurs who target your ICA

8. Identify 3 Linked In Connections that represent your ICA

9. Identify two non-competitive businesses or entrepreneurs in your business radius that do a very good job of reaching / targeting your ICA

10. What is your ICA's greatest pain?

11. What are the secondary pains?

12. What has it cost him / her over the past year?

13. What will it cost him/her over the next five years if it isn't resolved?

14. What, in detail, is the "solution" you can readily offer your I.C.A.?

15. What, in dollars, would it be worth for your I.C.A. to find the relief, the reversal, or "the fix" you can offer?

16. What is the promise you believe your I.C.A. will best respond to?