

Step 1: Creating Your Ideal Client Profile

- What are the pain points of (target audience)
- What are the fears of (target audience)
- What are the goals of (target audience)
- What are the motivations of (target audience)
- What are internal dialogues of (target audience)
- What are common objections of (target audience)
- How does the life of (target audience) look like suffering from the pain points above
- How the life of (target audience) looks if the problems mentioned above gets solved.
- What are the emotional benefits of (target audience) if their problems above get solved
- Paint the picture of (target audience) living a life free from all the problems we talked above
- Write a 1000 word journal entry from the perspective of Man/Woman who is a (target audience). He/She feels the pain points above. Be creative.
- Now change from 1st person the 2nd person

NOTE: NOW THAT YOUR ICP(S) ARE SET UP, YOU CAN USE THE PROMPT CREATION DOCUMENT TO MAKE AN UNLIMITED AMOUNT OF CONTENT FOR ALL MEDIA CHANNELS. CHECK THAT DOCUMENT OUT [HERE!](#)