

## Ideal Customer Profile (ICP) System

**Ideal Candidate Profile (ICP)** - The different types of candidates we want to attract as leads and ultimately turn into happy buyers.

Determining your ideal candidate profile is an intentional and detailed process consisting of specific inquiries between Homeowner Marketers and your brand to determine exactly who your ideal candidate(s) is.

As you consider this exercise for your business, I will give you *two tremendous tips*, including the exact inquiries you can ask and answer in your business from the ICP process.

### TIP 1

To generate more leads for your ICP, you must understand what they want and what **constraints** keep them from starting a conversation.

**Question to ask your business:** What are the top 2-3 reasons why our ideal candidate will not *start* a conversation despite the fact they want what we offer?

Once you determine these 2-3 constraints, your content strategy and ads should have simple and clear messaging that overcomes them. This will leave your ICP feeling like you 'get them' and that you've answered their most pressing concern, leaving them free to have a conversation now.

### TIP 2

To generate more sales for your ICP, you need to understand what they want to accomplish after they sign and what constraints are keeping them from signing as a franchisee.

**Question to ask your business:** What are the top 2-3 reasons why our ideal candidate will not *sign* the franchise agreement despite having been in deep and intentional conversation with us?

Once you determine these 2-3 constraints, your sales strategy and messaging should be built to overcome them. This will result in your ICP feeling safe that all the boxes are checked, leaving them ready to sign as a new franchisee.