STEPHEN ANGO OLIVER · FREE GUIDE

Build Your Own Ideal Client Profile

Six copy-and-paste prompts to meet your ideal client, understand what keeps them up at night, and write posts that speak straight to them.

Why this matters

An Ideal Client Profile (ICP) turns "anyone who might buy" into one specific person you can picture, write to and find. In about 30 minutes, these prompts walk you through building yours, complete with a named buyer persona, their real challenges and fears, a private journal entry in their voice, and ready-to-use social posts written just for them.

How to use this guide

1. Use any AI chat tool you like, such as ChatGPT, Claude or Gemini.
2. Fill in the "Before you start" worksheet first. You'll paste it into Prompt 1.
3. Run all the prompts in order, in ONE chat, so each step builds on the last.
4. Copy each boxed prompt exactly, replacing anything in [BRACKETS] with your own details.
5. Set aside about 30 minutes.

The flow: Worksheet → 1. Profile and persona → 2. Challenges and fears → 3. Journal entry → 4. Five posts → 5. Three poetic posts → 6. Cheat sheet (optional) → Check it against reality.

Before you start: your worksheet

Answer each line once. You'll paste the whole worksheet into Prompt 1, and every later prompt refers back to it.

Question	Your answer
Business name **[BUSINESS NAME]**	
Industry or business type **[INDUSTRY]**	
What you sell (products or services) **[WHAT YOU SELL]**	
Your typical customer, in one or two sentences **[TYPICAL CUSTOMER]**	
Customer traits (age, income, occupation, lifestyle, anything relevant) **[CUSTOMER TRAITS]**	
The main problem you solve for them **[PROBLEM YOU SOLVE]**	
Key benefits of working with you **[KEY BENEFITS]**	
What makes you different from the alternatives **[WHAT MAKES YOU DIFFERENT]**	
The one action you want people to take (call, book, message, visit your website...) **[DESIRED ACTION]**	
Brand personality (warm, elegant, friendly, no-nonsense, inspirational...) **[BRAND PERSONALITY]**	
Main emotional appeal (confidence, security, belonging, freedom, joy...) **[EMOTIONAL APPEAL]**	
Where you'll post: Facebook, LinkedIn or Instagram **[PLATFORM]**	

COPY-READY VERSION TO PASTE INTO PROMPT 1

```
Business name: [BUSINESS NAME]
Industry or business type: [INDUSTRY]
What you sell: [WHAT YOU SELL]
Your typical customer, in one or two sentences: [TYPICAL CUSTOMER]
Customer traits: [CUSTOMER TRAITS]
The main problem you solve for them: [PROBLEM YOU SOLVE]
Key benefits of working with you: [KEY BENEFITS]
What makes you different from the alternatives: [WHAT MAKES YOU DIFFERENT]
The one action you want people to take: [DESIRED ACTION]
Brand personality: [BRAND PERSONALITY]
Main emotional appeal: [EMOTIONAL APPEAL]
Where you'll post: Facebook, LinkedIn or Instagram: [PLATFORM]
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Prompt 1: Create your Ideal Client Profile and buyer persona

What you'll get: A detailed profile of your ideal client, with a named persona you'll use for the rest of the exercise.

Tip: Paste your completed worksheet where shown. The more specific your answers, the more useful the persona.

COPY THIS PROMPT

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Today you're a world-class copywriter doing market research to help me understand my ideal client.

Create a detailed Ideal Client Profile (ICP) for my business, built around one realistic buyer persona. Here is my business information:

[PASTE YOUR COMPLETED "BEFORE YOU START" WORKSHEET HERE]

Include:
- Demographics
- Psychographics
- Main challenges
- Values and motivations
- Buying behaviors
- Key emotional drivers
- Words and phrases this person actually uses and responds to

Give the persona a realistic first and last name so we can refer to them for the rest of this conversation. Make the profile detailed, believable and emotionally compelling. Keep my worksheet answers in mind for every prompt that follows.
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Prompt 2: Uncover their deepest challenges and fears

What you'll get: 5 specific challenges and 5 deeper fears, plus what's really driving their buying decisions.

Tip: If anything sounds generic, reply "Go deeper and be more specific" before moving on.

COPY THIS PROMPT

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Using the persona you just created, identify 5 believable challenges and 5 of their deepest fears related to the problem I solve (from my worksheet).

Skip surface-level answers. Explore the fears this person wouldn't admit out loud unless nobody was listening:
- What are they most afraid of?
- What causes them discomfort, frustration and anxiety?
- What do they secretly worry about? What keeps them up at night?
- What happens to their finances, relationships, reputation, confidence, lifestyle or future if this problem goes unsolved?

Dig beneath the practical problems to the emotional motivations behind their buying decisions. Make each insight realistic and specific. Treat unspoken fears as plausible hypotheses, not established facts.
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Prompt 3: Read their private journal entry

What you'll get: A 350-word first-person journal entry that shows how your ideal client thinks and feels when no one is watching.

Tip: Read it out loud. If a line makes you think "that's exactly what my clients say," save it. It's gold for your marketing.

COPY THIS PROMPT

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Keeping every challenge, fear, value and motivation we've identified in mind, write a 350-word private journal entry in the first person, from the persona's point of view.

They're writing at the end of a hard day about their struggle with the problem I solve. Explore their frustrations, insecurities, hopes, desires and fears, including the thoughts they rarely share with friends, family or colleagues. Show how this problem affects their daily life, relationships, confidence and sense of who they are.

Make it intimate, honest and believable. No marketing language and no sales pitch. I want to understand how this person thinks and feels when nobody else is listening.
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Prompt 4: Write five posts that make them feel understood

What you'll get: 5 short posts for your chosen platform, each from a different emotional angle.

Tip: Run this prompt again for a second platform by changing [PLATFORM] in the first line.

COPY THIS PROMPT

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Using everything we've learned about the persona (their challenges, fears, emotional drivers and desires) and my worksheet answers, write 5 short, compelling posts for my business on [PLATFORM].

Each post should:
- Open with an attention-grabbing first line
- Connect with a genuine desire or challenge
- Present my product or service as a natural solution
- Use warm, relatable, persuasive language
- Be concise and easy to read
- End with a natural call to action based on my desired action
- Fit the style and length that works best on [PLATFORM], with hashtags only where they suit the platform

Approach each post from a different emotional angle. Avoid clichés, exaggerated claims and pushy sales language. The goal is for my ideal client to feel understood, not sold to.
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Prompt 5: Write three poetic posts

What you'll get: 3 more memorable, story-like posts that people enjoy reading and sharing.

Tip: These work well as occasional standouts between your everyday posts.

COPY THIS PROMPT

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Now write 3 more posts for my business on [PLATFORM], this time more poetic, elegant and emotionally evocative.

Use my brand personality and main emotional appeal from the worksheet. Use vivid imagery, subtle metaphors and a natural rhythm, so each post reads like a small piece of creative writing that still connects to what I sell. Give each post its own distinct image and emotional appeal.

Keep them short and suited to [PLATFORM]. Avoid sounding artificial, overly dramatic or promotional. End each with a gentle invitation to connect with my business, plus hashtags if they suit the platform.

The goal is marketing that feels less like an ad and more like something my ideal client would enjoy reading and sharing.
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Optional Prompt 6: Summarize it into a one-page cheat sheet

What you'll get: A one-page ICP summary you can print, keep by your desk or share with your team.

Tip: Paste the result into a document and revisit it every few months.

COPY THIS PROMPT

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Summarize everything we've created into a one-page Ideal Client Profile cheat sheet.
Use these headings with short bullet points:
- Persona name and one-sentence snapshot
- Who they are (key demographics)
- What they want most
- Top 3 challenges
- Top 3 fears
- Words and phrases they use
- What makes them buy, and what makes them hesitate
- Where to find them
- How we help, in one sentence
- 3 message angles that work best

Keep it scannable and fit it on one page.
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Check it against reality

- Pick 2 or 3 of your best real clients, the ones you'd love to clone.
- Compare them to your persona. What matches? What's off?
- Adjust anything that doesn't ring true. If you can, ask a client or two what kept them up at night before they hired you.
- Remember: the fears and the journal entry are educated guesses. Use them to start conversations, not as facts.

Want Stephen to build your Ideal Client Profile for you? I'll do the research, build the persona and turn it into messaging you can use right away.

Start here: www.StephenAngo.com/contact/ · stephen@stephenango.com