

The ICP Brief is a one-page decision-making tool for identifying whether a prospect is a good fit. Complete it after your first conversation with the prospect and before you write a proposal. You won't have every answer yet. Use what you know and note the gaps.

01 Type of Business

What kind of business do they run?

List the size, stage, and industry. It tells you whether this is the kind of business you want to work with.

02 The Problem They Carry

What specific problem have they identified?

Look past what they're asking for to the problem underneath. Can you name it clearly, and have you solved it before?

03 Working Relationship

How do they communicate, make decisions, and show up?

Based on emails and initial calls, does their communication style feel like a fit for how you work?

04 The Outcome They Want

What result are they trying to get?

Does the outcome they describe match what your work delivers when it goes well? Dig past the surface request to the underlying goal.

05 What Success Looks Like

Six months from now, if the engagement goes well, what is different?

Did you ask them this directly? The more concrete their answer, the clearer the fit.

06 What You Won't Take On

What would make you decline this, even if the revenue looks good?

Name the scope, dynamics, or requests you don't want to take on. If this prospect has any of them, note it here.