# Ideal Customer Profile Template

*[Fill out the sections that are relevant to your service. Feel free to add sections or delete as necessary.]*

**Section 1:**

**Company Firmographics**

| Company industry | *e.g. software, financial* |
| --- | --- |
| Company revenue | *e.g. Over £xxx per year* |
| Company budget | *e.g. £500,00* |
| Number of employees | *e.g. 50 full time employees* |
| Company location | *e.g. Headquarters in London* |
| Company type | *e.g. Non-profit* |
| Pain points |  |
| Services used |  |

**Section 2:**

**Customer Demographics**

| Customer age | *e.g. 40* |
| --- | --- |
| Company gender | *e.g. Female* |
| Job title | *e.g. HEad of Digital Operations* |
| Income | *e.g. £40,000 per anum* |

**Section 3:**

**Customer Psychographics**

| Customer goals | *e.g. 40* |
| --- | --- |
| Customer lifestyle interests | *e.g. Female* |
| Customer hobbies | *e.g. HEad of Digital Operations* |
| Customer interests | *e.g. £40,000 per anum* |