

Understanding Your YouTube Ideal Client Profile (ICP)

This document is designed to help you define your Ideal Client Profile (ICP) for your YouTube channel. This is the **\$10,000 an hour work** – the foundational exercise that informs every single video you make going forward.

By deeply understanding who you are speaking to, their struggles, desires, and the "myths" they believe, you can create content that truly resonates, attracts the right audience, and drives meaningful engagement and growth.

IMPORTANT!!! This is a brainstorming sheet.

DO NOT TRY AND LIST THINGS "In Order Of Importance" as that will shut down the creative process and make this much harder to do. Simply list them as they come to mind, and we will use your best and favourite responses later in the webinar.

Who is your ideal client/target market?

***Target Market Example:** 28-40-year-old professional women in urban areas who are single, successful in their careers, but consistently struggle with modern dating. They've tried various dating apps and advice but feel frustrated by superficial connections, ghosting, and a lack of genuine partners. They are trying to find a meaningful, long-term relationship but feel overwhelmed by the dating landscape and disheartened by repeated disappointments. They need a clear, empowering strategy to navigate dating and attract a compatible partner without sacrificing their self-worth.*

Describe your target market here: Think about their demographics (age, gender, location, income) and what they have tried and what they are looking for.

Describe target market using "If You (Are A)" Statements.

Try and get to 10 but 4 is the minimum:

Example 1: If you are a woman frustrated by endless swiping and superficial dating app conversations.

Example 2: If you are a professional who feels too busy for dating, but secretly longs for a partner.

Example 3: If you are someone who keeps attracting the wrong type of person, despite your best efforts.

Example 4: If you are re-entering the dating scene after a long relationship and feel completely lost.

Example 5: If you are tired of ghosting, mixed signals, and emotional unavailability.

Example 6: If you feel like all the "good ones" are taken, or dating has changed too much.

Example 7: If you are a confident individual in other areas of life, but dating leaves you feeling insecure.

Example 8: If you want a genuine connection but find it hard to move past the initial stages of dating.

Example 9: If you've tried various dating coaches or books, but nothing seems to stick or work for you.

Example 10: If you're ready for a serious relationship but don't know how to find someone truly compatible.

1. If you (are a)
2. If you (are a)
3. If you (are a)
4. If you (are a)
5. If you (are a)
6. If you (are a)
7. If you (are a)
8. If you (are a)
9. If you (are a)
10. If you (are a)

Use full sentences and descriptive words to detail things they have tried or might try to fix the problem already:

Example 1: Spending hours meticulously crafting dating app profiles, only to get generic messages or no matches.

Example 2: Going on countless first dates that lead nowhere, feeling like a broken record repeating their life story.

Example 3: Reading every "dating rule" book and trying to follow strict guidelines that feel unnatural and inauthentic.

Example 4: Constantly asking friends for advice, only to receive conflicting opinions or well-meaning but unhelpful clichés.

Example 5: Trying to force connections with people they're not truly compatible with, just to avoid being alone.

1. Thing they have tried:
2. Thing they have tried:
3. Thing they have tried:
4. Thing they have tried:
5. Thing they have tried:
6. Thing they have tried:
7. Thing they have tried:
8. Thing they have tried:
9. Thing they have tried:
10. Thing they have tried:

List primary pains that they have (that you can fix).

We have shown you examples of how to do this. Simply remove our lines and replace them with your own. Don't worry about the order, just list them as you think of them.

Pain 1: Loneliness

Pain 2: Frustration

Pain 3: Self-Doubt

Pain 4: Time Waste

Pain 5: Emotional Drain

Pain 6: Fear of Commitment (from others)

Pain 7: Superficiality

Pain 8: Lack of Direction

Pain 9: Comparison

Pain 10: Hopelessness

Explanation of Pains: How and why are these pains showing up?

We have shown you examples of how to do this. Simply remove our lines and replace with your own.

Pain 1: Loneliness - Despite a full life, they feel a deep void from not having a romantic partner to share experiences with.

Pain 2: Frustration - The dating process feels like a repetitive cycle of disappointment, with no clear path to success.

Pain 3: Self-Doubt - Repeated rejections or failed connections make them question their attractiveness or worth.

Pain 4: Time Waste - Hours spent on bad dates, endless swiping, and fruitless conversations feel like time stolen from their valuable life.

Pain 5: Emotional Drain - The constant ups and downs of dating, the ghosting, and the mixed signals leave them emotionally exhausted.

Pain 6: Fear of Commitment (from others) - They encounter many people who seem unwilling to commit, making them wary of investing emotionally.

Pain 7: Superficiality - Dating apps and initial interactions feel shallow, lacking genuine connection or deeper conversation.

Pain 8: Lack of Direction - They don't know what they're doing wrong or how to improve their dating strategy.

Pain 9: Comparison - They constantly compare their single status to friends who are married or in happy relationships, feeling left behind.

Pain 10: Hopelessness - After so many disappointments, they start to believe that finding a compatible partner might be impossible for them.

What does the pain look like in their life as if viewed through a camera? - "movie scenes"

We have shown you examples of how to do this. Simply remove our lines and replace with your own:

Pain 1: Loneliness - A woman sits alone in her beautifully decorated apartment on a Friday night, scrolling through social media, seeing couples enjoying themselves. She sighs, turning off her phone, and stares blankly at the TV.

Pain 2: Frustration - A man throws his phone onto the sofa after another dating app match sends a one-word reply. He rubs his temples, muttering, "What's the point?"

Pain 3: Self-Doubt - A woman stands in front of her mirror, meticulously examining her appearance before a date, wondering if she's "good enough" or if she'll just be another disappointment.

Pain 4: Time Waste - A person is on a first date, politely nodding while their date drones on about their ex for the third time. They glance at their watch, mentally calculating how much time they've lost.

Pain 5: Emotional Drain - A woman bursts into tears after being ghosted by someone she thought she had a real connection with. She feels completely depleted, wondering why she keeps putting herself through this.

Pain 6: Fear of Commitment (from others) - A man is on a third date, and as the conversation turns to future plans, his date suddenly becomes distant and vague. He feels a familiar knot in his stomach, anticipating the inevitable fade-out.

Pain 7: Superficiality - A woman scrolls through endless shirtless selfies and generic bios on a dating app, feeling a profound sense of emptiness and a longing for genuine depth.

Pain 8: Lack of Direction - A person sits at their kitchen table with a notebook open, trying to brainstorm a "dating plan," but the page remains blank. They feel utterly lost on how to proceed.

Pain 9: Comparison - A woman attends a friend's wedding, smiling politely, but inside she feels a sharp pang of envy and sadness, wondering if she'll ever experience that kind of love.

Pain 10: Hopelessness - A man deletes all his dating apps for the tenth time, convinced that he's destined to be alone. He stares out the window, feeling a heavy sense of resignation.

Now do the exact same exercise but use PLEASURES instead of PAINS.

What are the primary things they want that will bring them HUGE pleasure ie. the opposite of the pain? Don't worry about the order just list them as you think of them.

Pleasure 1: Deep Connection

Pleasure 2: Effortless Dating

Pleasure 3: Self-Confidence

Pleasure 4: Meaningful Use of Time

Pleasure 5: Emotional Fulfillment

Pleasure 6: Secure Attachment

Pleasure 7: Authentic Relationships

Pleasure 8: Clear Path

Pleasure 9: Contentment Pleasure

10: Hope & Excitement

Explanation of Pleasures: Define how the pleasures can show up in their lives.

Pleasure 1: Deep Connection - Finding someone with whom they share genuine emotional intimacy and understanding.

Pleasure 2: Effortless Dating - Dating feels natural and enjoyable, not like a chore or a game.

Pleasure 3: Self-Confidence - Feeling secure and attractive in who they are, regardless of their relationship status.

Pleasure 4: Meaningful Use of Time - Spending time with people who truly excite and enrich their lives.

Pleasure 5: Emotional Fulfillment - Experiencing joy, support, and mutual growth in a loving partnership.

Pleasure 6: Secure Attachment - Building a relationship based on trust, reliability, and mutual commitment.

Pleasure 7: Authentic Relationships - Being able to be their true self and attracting partners who appreciate them for it.

Pleasure 8: Clear Path - Understanding how to navigate dating effectively and knowing what steps to take.

Pleasure 9: Contentment - Feeling happy and satisfied with their romantic life and future prospects.

Pleasure 10: Hope & Excitement - Approaching dating with optimism and looking forward to meeting new people.

What does the pleasure look like in their life as if viewed through a camera? - "movie scenes"

There are some examples below:

Example: Sitting on a sandy beach sipping a cocktail with my phone turned off knowing that my business is doing just fine without me.

Example: Looking at my calendar for the week and having every slot filled with a high quality lead who is ready to pay me what I am worth to help them.

Example: Walking in the door from work and having my wife hug me and let me know she sent the kids to her parents and we were going to have a "Stay at home date night."

Example: Breaking through £20,000 months in my business and knowing that £30,000 months are right around the corner.

Example: Sliding on the jeans I wore before I got pregnant and having them fit even better than when I bought them.

Pleasure 1: A couple is seen laughing genuinely over dinner, their hands clasped across the table, sharing stories and deep eye contact, completely absorbed in each other.

Pleasure 2: A woman gets ready for a date, feeling excited and relaxed, knowing that even if it doesn't lead to anything, she'll still have an enjoyable evening with interesting conversation.

Pleasure 3: A man confidently approaches someone at a social event, striking up a natural conversation, feeling completely at ease with himself and his ability to connect.

Pleasure 4: A person looks at their calendar, seeing a few carefully chosen dates with promising individuals, feeling grateful for the quality over quantity, and knowing their time is respected.

Pleasure 5: A woman is curled up on the sofa with her partner, feeling completely safe and cherished, sharing vulnerabilities and receiving unconditional support.

Pleasure 6: A man and woman are discussing their future plans, openly and honestly, both expressing excitement and commitment to building a life together.

Pleasure 7: A person is on a date, sharing a quirky hobby or a less conventional opinion, and their date's eyes light up with genuine interest and appreciation.

Pleasure 8: A woman confidently navigates a new dating app, knowing exactly what she's looking for and how to filter out incompatible matches, feeling empowered and in control.

Pleasure 9: A person is seen smiling to themselves while walking down the street, feeling a deep sense of peace and happiness about their romantic life, whether single or partnered.

Pleasure 10: A man is planning a romantic weekend getaway with his new partner, feeling a thrill of anticipation and a renewed sense of hope for a joyful future together.

What are the things they THINK they have to do to get out of pain and into pleasure but DREAD doing?

ie. they'd love to avoid their pain/achieve their pleasure WITHOUT having to do these things. Again always try and create movie scenes. Don't just write "take Medication." Try and create the scene of what happens when they take the medications and the effect on their lives as seen through a camera:

Example: Weighing out my food servings all day on a complicated and strict diet that leaves me grouchy and moody with my kids.

Example: Go on creepy internet dating sites where men keep sending me unwanted messages

Example: Stay up until 12pm creating a new piece of marketing content every day. Example: Take unwanted medications with side effects that leave me unable get a good nights sleep.

Example: Pay for expensive SEO and internet ads that waste money and don't bring in clients.

Without Having To 1: Spend hours endlessly swiping through hundreds of dating app profiles, feeling like a robot and getting "thumb fatigue."

Without Having To 2: Go on awkward, forced coffee dates with strangers they have nothing in common with, just to "put themselves out there."

Without Having To 3: Play mind games or follow strict "rules" (like waiting three days to text back) that feel manipulative and inauthentic.

Without Having To 4: Constantly analyze every text message and interaction, trying to decipher hidden meanings and intentions.

Without Having To 5: Change who they are or pretend to be someone they're not to impress a potential partner.

Without Having To 6: Endure endless small talk and superficial conversations, longing for deeper connection but not knowing how to get there.

Without Having To 7: Feel pressured to settle for someone "good enough" just to avoid being alone.

Without Having To 8: Spend a fortune on expensive dating coaches or matchmakers who offer generic advice.

Without Having To 9: Rehash past dating traumas or insecurities in every new relationship, feeling like they're stuck in a loop.

Without Having To 10: Put their entire life on hold, making dating their sole focus and obsession.

What are "hard ways" "myths or "bad common advice" they normally get to fix their problem?

Example: Cut out carbs and do 2 hours of cardio every day to lose weight.

Example: Use someone from the Philippines to do your content production.

Example: Touching your toes are the best way to stretch out an aching back.

Example: People who are over 50 can do the same things to fix the problem as people under 30.

1. "You just need to put yourself out there more; go to every singles event."
2. "Lower your standards; no one is perfect."
3. "Play hard to get; it makes you more attractive."
4. "You need to be completely healed and perfect before you can find love."
5. "Online dating is the only way to meet people now."
6. "If it's meant to be, it will just happen; don't try too hard."

What is your Secret Sauce called?

e.g., use words like "method", "system" or "process" (remember this is what makes you different NOT better)

Example: The Authentic Connection Method

Example: The Intentional Dating Blueprint Example: The Self-Worth Dating System

Example: The Relationship Readiness Process

What is your Secret Sauce Step 1 called?

Remember this is the view from an airplane window on how you help them get to their pleasures. Their level of commitment to you is extremely low. They do not think you are an expert. They will not take advice from you. They do not want to work or exert themselves. They do not want to change they just want to remove the slightest bit of pain. Your solution must be simple and require low effort. "Sell them what they want...give them what they need." Your steps must solve the problems they have when trying to fix the problem on their own. Refer to "things they have tried" and "without having to" for ideas.

Step 1 Name Idea 1) **Uncover Your True Desires**

Step 1 Name Idea 2) **Define Your Ideal Partner Profile**

Step 1 Name Idea 3) **Clarify Your Relationship Vision**

Step 1 Name Idea 4) **Pinpoint Your Dating Blocks**

What is your Secret Sauce Step 2 called?

Step 2 Name Idea 1) **Optimize Your Dating Presence**

Step 2 Name Idea 2) **Craft Magnetic Conversations**

Step 2 Name Idea 3) **Navigate Initial Connections with Ease**

Step 2 Name Idea 4) **Attract High-Quality Matches**

What is your Secret Sauce Step 3 called?

Step 3 Name Idea 1) **Build Lasting Intimacy**

Step 3 Name Idea 2) **Cultivate Deeper Bonds**

Step 3 Name Idea 3) **Transition to a Committed Relationship**

Step 3 Name Idea 4) **Foster Sustainable Love**

Explain how your step 1 works in 3 short bullet points.

REMEMBER - Their level of commitment to you is very low. They do not think you are an expert. They will not take advice from you. They do not want to work. They do not want to change. Your solution must be simple and require low effort. Your steps must solve the problems they have when trying to fix the problem on their own. Refer to "things they have tried" and "without having to" for ideas.

Step 1: Uncover Your True Desires

- **Simple Self-Reflection Prompts:** Answer a few quick questions to reveal what you *really* want in a partner, beyond superficial traits.
- **Quick Compatibility Checklist:** Use a straightforward checklist to identify your core values and non-negotiables, saving you from wasting time on misaligned matches.
- **Visualize Your Ideal Relationship:** Spend 5 minutes imagining your perfect partnership, creating a clear mental picture that guides your dating choices effortlessly.

Step 1 Explanation Bullet Point 1

Step 1 Explanation Bullet Point 2

Step 1 Explanation Bullet Point 3

Step 1 Explanation Bullet Point 4

Explain how your step 2 works in 3 short bullet points.

Step 2: Optimize Your Dating Presence

- **Profile Polish Checklist:** Follow a simple checklist to make your dating app profile genuinely reflect your best self, attracting authentic interest.
- **Conversation Starter Templates:** Use easy-to-adapt templates to kick off engaging conversations that go beyond "hey" and lead to real connection.
- **Red Flag Spotting Guide:** Learn to quickly identify common red flags in early interactions, saving you from emotionally draining situations without having to overthink.

Step 2 Explanation Bullet Point 1

Step 2 Explanation Bullet Point 2

Step 2 Explanation Bullet Point 3

Step 2 Explanation Bullet Point 4

Explain how your step 3 works in 3 short bullet points.

Step 3: Build Lasting Intimacy

- **Connection Deepening Questions:** Use a few simple questions to move beyond small talk and foster genuine emotional intimacy on dates.
- **Vulnerability Made Easy:** Learn a low-effort way to share your true self without oversharing, building trust and authentic bonds.
- **Commitment Clarity Framework:** Understand a straightforward framework to discuss relationship expectations naturally, ensuring you're on the same page without awkward conversations.

Step 3 Explanation Bullet Point 1

Step 3 Explanation Bullet Point 2

Step 3 Explanation Bullet Point 3

Step 3 Explanation Bullet Point 4

Channel Vision Statement

Now fill out this statement “I help [ideal viewer] transition from [pain point] to [goal] so they can have [income]

I help **single professionals** transition from **dating frustration and self-doubt** to **finding authentic, deep connections** so they can **build a fulfilling, long-term relationship with confidence and ease.**