

Guiding Step 2:

This is your last foundational step before moving into action - you've got this.

Defining Who You're Meant to Serve - Ideal Community Member (ICM) or Ideal Client Profile (ICP)

Also known as your Ideal Client Avatar (ICA), we'll keep it simple and refer to it as your ICP from here on.

The more clearly you define who you're helping and the impact you're making, the faster your community will grow. When you have a deep understanding of who you're speaking to, crafting content and offers that truly connect becomes much easier.

AI Tip: Copy your responses from Guiding Step 1, paste them into ChatGPT, and use them as a foundation to build on from there.

Take a few moments to reflect on the following questions to gain clarity on your Ideal Client Profile (ICP). Even if you're unsure, trust your instincts.

(These insights will help you craft content that attracts and engages your audience & potential community online. Feel free to skip any questions that don't apply.)

- **Who are you serving?** Are they mostly female or male?
- **What's their age range?**
- **What's their family life like?** Are they single? Do they have kids, a spouse, or a partner? Describe their family dynamic.
- **What kind of work do they do?**
- **What content do they gravitate toward?** What books, blogs, movies, TV shows, or podcasts do they love?
- **How would they describe themselves right now?** Pick three words.
- **What three words capture their ideal state?** How do they want to feel in life?
- **What are their main struggles?** What change or breakthrough do they deeply desire or need?
- **What's holding them back?** What obstacles keep them from that transformation, and what keeps them up at night when they think about it?

Reflecting on these questions:

1. **Where does your ICP spend time online?** (Facebook, Instagram, YouTube, X, TikTok, LinkedIn, Pinterest, or via email?)
2. **What online communities might they be part of?** Consider specific groups or forums where they're likely to engage.
3. **Who or what do they love to follow online, and why?**
4. **What people, brands, or communities inspire them?**
5. **Are there any doubts or skepticism your ICP might have about your "guiding edge" or core mission?** If so, what aspects could they find difficult to trust?

AI Tip: Use the prompts below to better understand your Ideal Client Profile (ICP), including their challenges, interests, and needs. Customize these prompts and paste them into ChatGPT (or any other AI tool you prefer) to gain clearer insights into who you're trying to reach.

AI Prompt: What challenges or struggles do [insert who your ICP is] face when [insert what you help people with]?

Up Next: Create, Share, and Connect!

Now that you have a clear understanding of your Guiding Edge and Ideal Client Profile, it's time to step out, share your message, and start building those meaningful connections. Together, we'll create, publish, and get social! I'm here, cheering you on and supporting you every step of the way. You've got this!

"Before I formed you in the womb, I knew you; before you were born, I set you apart." — Jeremiah 1:5

Science shows that your mind activates your brain in a way that's completely unique—there's no one else on this planet who thinks, feels, or chooses exactly like you do. **That means only you can bring what you have to offer, and your unique perspective will enrich the lives of others. We're all crafted differently, yet designed to work together. When we embrace who we truly are, we reflect more of God's image in a beautiful and distinct way.**

You weren't made to blend in—you were made to shine. ***You've been set apart, and your voice is needed.***