TRY IT THIS WEEK · WORKBOOK

# PMF and ICP: the four parts

The four parts, how a seller checks each, and which customers it's seen in.

1. Name three to five real customers you'd clone. For each, write what happened just before they bought: usually your trigger.
2. Write three disqualifiers you can check from the outside in ten seconds, before anyone sends an email.
3. Fill in the firmographics, and give each trigger a window. Note the persona separately.
4. Write the pass/fail line before you look at the data, and the date you'll check it.
5. If you run the Sean Ellis survey, compare your best-fit customers' score with everyone else's, and note how many answered.

| THE PART | OURS | HOW A SELLER CHECKS IT | SEEN IN |
|---|---|---|---|
| Firmographics | | | |
| Triggers, each with a window | | | |
| Disqualifiers | | | |
| Customers we'd clone | | | |

**Our pass/fail line:** .....

**Check it on:** .....

**Start with the disqualifiers. They save more time than the description does.**

WORKED EXAMPLE

# Tallybird, filled in

Tallybird is a made-up company: a 12-person startup, four months past its Series A, selling month-end close software to small in-house finance teams. Every detail here is made up.

| | |
|---|---|
| Firmographics | **B2B software, 50–300 staff, US or UK, Series A or B.**<br>All things you can look up without a conversation. |
| Triggers | **Raised in the last 9 months; or hired a first controller in the last 6 months; or a board or auditor asked for faster month-end reporting.**<br>Each one has a window. A raise from two years ago isn't a reason to buy now. |
| Disqualifiers | **Fewer than 30 staff on LinkedIn; finance run by an outsourced bookkeeping firm, with no in-house finance hire; public company or 500+ staff; not B2B software.**<br>Every one is checkable from the outside in ten seconds. |
| Customers we'd clone | **A 140-person HR software company, a 90-person developer-tools company and a 220-person logistics software company.**<br>The triggers above come from what happened just before each bought: a first controller hired, a Series A and a board wanting monthly numbers within 10 days, an auditor flagging a slow close. |
| Pass/fail line | **Strong-fit leads reply at least twice as often as the rest.**<br>WRONG IF they don't. Checked in episode 4. |

The persona sits outside the ICP: here, the head of finance or controller, with the CFO (or the CEO, if there's no CFO) as budget owner.

## THE GLOSSARY

**PMF (product-market fit)**
A kind of customer wants it enough to pay and stay.

**ICP (ideal customer profile)**
That kind of customer, written down for others.

**Persona**
The people inside: who decides, champions, uses it.

**Firmographics**
Facts you can look up: industry, size, location, stage.

**Trigger**
An event that makes now the time to buy, with a window.

**Disqualifier**
An explicit "not a fit" rule, checkable from outside.

**Anchor customer**
A real customer you'd clone; the ICP's evidence.

**Pass/fail line**
What would prove the ICP wrong, written down first.

## YOUR TURN

> **What's your best disqualifier, the one rule that saves you the most time?**