TRY IT THIS WEEK · WORKBOOK

Is your ICP working? Your lift

Set your pass line first. Then split your last 50 leads into strong fit and the rest, and compare the share that replied in each.

1. Write your pass line down first, with the date: for example, “strong-fit leads convert at least 2× as often as the rest”.
2. Take your last 50 leads and mark each one strong fit or the rest (good and weaker combined), using the ICP as written today.
3. Count the ones that replied in each group, and work out the share: replied ÷ leads. Compare shares, not raw counts.
4. Under about 20 leads in either group, or under 5 strong-fit replies, write “not enough yet”. If the rest never replied, write it in counts: that’s good news.
5. When you revise the ICP, date it, write what you expect to move, rescore old leads, and check again in about six weeks.

GROUP	LEADS	REPLIED	REPLIED ÷ LEADS
Strong fit			
The rest			

Our pass line, set before looking: .....

Lift, and what it means: .....

Check again on: .....

If the two shares look the same, that’s your answer for now.

WORKED EXAMPLE

The made-up example, filled in

The worked example from the episode. Every number here is made up.

Pass line	**Strong fit replies at least 2× as often as the rest.** Written down before looking. A rule of thumb.
Strong fit	**12 of 40 replied.** 12 ÷ 40 = 30%
The rest	**6 of 38 replied.** 6 ÷ 38 ≈ 16%
Lift	**30% ÷ 16% ≈ 1.9×** Under the 2× line: close, not yet.
Zero from the rest	**If the rest had 0 of 38: no ratio, just strong fit 12 of 40, the rest 0 of 38.** Good news, not missing data. Say it in counts.

12 replies against 6 looks like exactly double, but the groups aren't the same size. Compare the shares, and the lift is about 1.9×.

THE GLOSSARY

Fit score
How well one lead matches your written ICP.

Fit tier
Groups of leads by fit: strong, good, weaker.

Lift
How much better strong-fit leads do: strong-fit conversion ÷ the rest's.

Pass/fail line
The lift you decide in advance counts as "working", e.g. 2×.

Rescore
Scoring old leads again after you change the ICP, so the groups are comparable.

YOUR TURN

> **Have you ever checked your ICP, and did the strong-fit leads actually come out ahead?**