

The UCS Reverse ICP Analysis Template™

(To be used for each Entity or Pillar)

Step 1: Identify Struggles First

Struggle Type	Struggle Description
Emotional	What are they afraid of? What causes doubt or frustration?
Logical	What practical, cost, ROI, or performance concerns exist?
Systemic/External	What outside pressures (industry, time, team) affect them?

Step 2: Behavior Patterns Linked to Each Struggle

Struggle Description	Typical Behavior
e.g., Fear of compliance issues	Searches “compliance checklist,” reads industry news
e.g., Uncertainty about ROI	Looks for case studies, pricing guides
e.g., Overwhelmed with manual work	Seeks automation tools, how-to guides

Step 3: Infer ICP Characteristics Based on Behavior

Behavior Observed	Who Might This Be? (Role, Industry, Maturity)
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Searches detailed implementation guides	Mid-level Ops Manager, ready to act
Reads “What is...” content	Entry-level user, early in research
Downloads ROI calculators, attends webinars	CFO/Director, late-stage decision maker

Step 4: Content Opportunities Based on Struggles + ICP

ICP Insight	Content Idea	Funnel Stage
CFO, risk-averse, late-stage	Detailed compliance case study	BOFU
Manager, needs buy-in, mid-stage	Guide on justifying automation to execs	MOFU
New user, unsure what’s possible	Intro to benefits of automation (educational)	TOFU

Step 5: Messaging Notes

- **Primary Struggle Focus for This Pillar:** _____
- **Key Phrases/Triggers:** _____
- **Tone (Reassuring, Authoritative, Relatable, etc.):** _____

How to Use This:

- **For Each Pillar:** Fill out the struggles, map behaviors, infer ICPs.
- Use this as the foundation for **content planning**, **messaging**, and **framework choice**.
- **Update regularly** based on new behavior insights.