

Ideal Member Profile (IMP) Template

1. Demographics and basics

Age range:

Location / time zone:

Occupation / role:

Education / background:

2. Psychographics

Core motivations: *What drives them? (e.g., learning, networking, influence, belonging)*

Values: *What do they believe in and stand for?*

Identity labels they claim: *(e.g., "creator," "founder," "practitioner," "explorer")*

Aspirations: *What do they want to become in 3–5 years?*

3. Pain points and needs

Challenges they face today:

Problems they're actively seeking to solve:

Information / resources they lack:

Support they want from others:

4. Behavior and engagement patterns

How they learn / communicate: *(e.g., podcasts, newsletters, long-form articles, video calls)*

How often they want to engage: *(daily, weekly, monthly)*

Preferred platforms / tools: *(Twitter, LinkedIn, Zoom, Circle, etc.)*

What they contribute: *(expertise, experiences, introductions, resources)*

5. Community fit criteria

Why they'd join your community:

What they'll get out of it (value):

What they'll bring to the table (contribution):

Signals they're a great fit: *(e.g., follows certain thought leaders, attends certain events, already part of adja-*

Signals they're not a fit: *(e.g., only looking to self-promote, zero interest in helping others)*

6. Member journey

Trigger moment: *What's happening in their life when they're ready to join?*

First wins: *What quick outcome do they experience in the first 30 days?*

Long-term outcome: *What transformation should they have after a year?*

7. Example personas

Write 1–2 fictional but realistic sketches of your Ideal Member:

- Name, role, background
- What they're struggling with
- Why they'd join your community
- What they'd hope to achieve