



AGE: 40-65  
MARITAL STATUS: MARRIED  
CHILDREN: YES, HIGH SCHOOL AGE AND OLDER  
EDUCATION: COLLEGE DIPLOMA OR UNDERGRADUATE DEGREE  
PRIMARY LANGUAGE: ENGLISH / FRENCH  
LOCATION: NORTHERN ONTARIO, MANITOBA, GTA AND MINNESOTA

“ I’m looking for business growth and expansion opportunities.”

INTERESTS

BUSINESS OPPORTUNITIES

PROFESSIONAL DEVELOPMENT

SPENDING TIME WITH FAMILY

NETWORKING EVENTS

FOOD

TRAVEL AND ADVENTURE

LUXURY TOYS

CHALLENGES

- › Succession planning
  - › Lack of focus and planning
  - › Limited time
  - › Easily frustrated
  - › Frequently out of town
  - › Recruitment of qualified employees
- › Return on investment
  - › Relies on close business network for information
  - › Local market knowledge and Expansion incentives

PERSONALITY

- › Visionary
- › Leader
- › Decisive
- › Risk-taker
- › Effective
- › Opinionated
- › Knowledgeable
- › Confident
- › No nonsense
- › Ambitious

ASPIRATIONS

- › Business growth and expansion
- › Financial success
- › Quality of life
- › Personal wealth
- › Respect
- › Independence
- › Pride

NEEDS / MOTIVATIONS

- › Leadership
- › Access to transportation options
- › Favourable local tax structures
- › Success
- › Influence
- › Growth
- › Power
- › Status
- › Recognition
- › Superior quality of life
- › Wealth
- › Legacy

DIGITAL MEDIA BEHAVIOURS

PHONE + IN PERSON  
TEXT + EMAIL

COMMUNICATION

INTERNET SOCIAL MEDIA  
TELEVISION RADIO

NEWS SOURCES

LOW HIGH

CONNECTIVITY

USE OF INTERNET

- › Research
- › Business
- › News
- › Personal
- › Relies on employees for digital support
- › Social networking

PREFERRED SOCIAL



SAMPLE KEYWORDS

COMMERCIAL PROPERTY

BUSINESS EXPANSIONS STRATEGY

BUSINESS EXPANSION

WHERE TO EXPAND MY BUSINESS

BUSINESS ATTRACTION INCENTIVES

GROWING MY BUSINESS TIPS