

"The Big Shift: The Next Generation has Arrived"

Monday Call, November 15, 2012

- Tonight is Makeover Monday 8:00 pm CST 800-768-2983 Access 4717417#
- TNL... Host Kevin Robbins a night of testimonies, 7:30 PM CDT at Mannatech Corp Offices or www.mannatechlive.com
- Keep on scheduling your XFM

The Need for Youth...watch the last TNL with young South Africans on www.mannatechlive.com

Article by Marilyn Hood

1. Seismic shifts among the generational segments has already taken place.
 - a. Baby boomers (1946-1964) their consumption is shifted to what will keep them comfortable as they age/retire. Their numbers will decline as we move forward.
 - b. Millenials (1980-1994 births) are set to redefine consumerism:
 - (1) They want quality
 - (2) They want it on their terms
 - (3) They don't like to wait.
2. So who are these millenials (aka Gen Y)?
 - a. They comprise the entire 18-32 year old young professional demographic.
 - b. By 2017, they are expected to out consume the Baby boomers.
 - c. The GenY Guy speaker and consultant calls the generation: "We are the opportunity.
3. Where are they Now?
 - a. With economy so suppressed, they are classic market for entrepreneurship/home based business.
 - b. Their buying power will explode.
 - c. They are creative, educated, tech savvy young people coming into their own.
4. Starting their own Companies
 - a. In 2009, over one-half of the Fortune 500 companies were started during a recession.

- b. Statistic: Jobs started by start-ups tend to be less volatile and less sensitive to economic downturns in the economy.
- c. Entrepreneurs tend to come more from the ranks of the young because:
 - (1) They have all that vim and vigor
 - (2) Great dreamers
 - (3) Little to lose with the rest of their lives ahead of them.
 - (4) The economic prosperity in which they were raised allowed technology and education to thrive...so they have been afforded the opportunity to thrive (unlike past generations where they may have been exposed to more struggle).
 - (5) Gen Y'ers have started businesses at a much higher rate than that of any previous generation.

5. The Appeal of Direct Selling to Gen Y'ers

- a. Taylor made for the Gen Y'ers:

- (1) Proven products
- (2) training programs
- (3) built in support systems

They have all of this with a direct selling company so no need to create "the whole enchilada"

- b. They are more socially connected than any previous generation...a perfect fit for this business. They are already professional networkers.

- c. Low cost entry...perfect since they don't have a lot of money due to economy..."long on drive, short on capital."

"Our lifetime value in direct selling exceeds all other generations. Not just because we're spending more and we are going through these life changes, but if we're in our mid-20's we might work in direct selling for 30, 40 or more years. So this really is the right time to reach us, and that's what's so powerful." Jason Dorsey, The GenY Guy.

6. How to approach the Gen Y'ers

- a. The most reliable predictor for a person's behavior and preferences is the generation of their birth.

Each generation buys differently, communicates differently, is motivated differently, and is in a different stage of life.

- b. Go where they live: for Gen Y that is online.
- c. Speak their language: texting,

- d. Geographic regions also must be understood because they are so different.
 - e. Must be aware of the multi-cultural nature of the generation: Gen Y'ers are even more diverse than prior generations. We learned that by the recent elections. The US is now the third-largest Spanish speaking country in the world.
 - f. Social media allows not only companies to zoom in on particular generations, but even on specific audiences.
7. What defines a Generation, and Why it Matters
- a. Unique events and experiences along with the economic and political climate in which they occur, help shape the mindset of each generation.
 - b. If we are going to relate, we must recognize these differences.
8. Engaging Gen Y
- a. Create a worldwide community: do marketing programs across countries to develop a sense of being part of something so much greater. Help people recognize their fellow networkers all over the world as fellow business partners.
 - b. Networking: social media a must. Facebook has surfaced as an incredible marketing outlet for a number of direct sales companies (ex. Gigi...handbags and totes)
 - c. Creating Loyalty: you can use social media to create loyalty. Host contests, achieve feedback, surveys with prizes...so many ways to support your group and customer service.



Playful: Expectations of fun. _____

Digitally Native: Technology is like air to them. _____

Green: Care about their world. _____

Expressive: In everything they do. _____

Personalized: Customize experiences constantly. _____

Multitasking: It's second nature to them. _____

Networked: Always plugged in. _____

Self-Centered: Everything is about them. _____

Impatient: Ants in these pants. _____

