

Understanding Gen Y
and Special Guest Marion Culhane
Monday conf call 5/9/11

Article on the Brassica Juncea plant:

<http://www.dailymail.co.uk/health/article-28388/Heal-Indian-mustard-plant.html#ixzz1LFXUPZv1>

Inc. Magazine – May 2011 – On Social Entrepreneurship

New Phytomatrix Sign-up Pack

Last Week of BP 5

GI ProBalance Product Training Guide Now in the Library

First: Marion Culhane on Quantum Thinking

See attached materials

Call: May 9th

Time: 4 PM CST

Number: 954-903-9384 Conf ID 909587#

Second: Article, "Gen Y Says "Why Not?"

1. Old formula: go to school get a good job with good benefits, and in 40 years retire on a pension.

- a. Not even close to being true today
- b. Kids have seen their parents dreams collapse, estate disappear, retirement collapse, and now health care and social security on the brink
- c. Entrepreneurship and private business ownership are emerging as more viable alternatives.

2. Network Marketing as the opportunity

- a. An unconventional entrepreneurial approach to wealth, self-determination, freedom and security.
- b. These Gen Y have grown up in a digital, global, rapidly changing world. They reject empty platitudes and preachments and instead search for creative endeavors. They are just as interested in the mechanism (being pleasant) as they are results.
- c. Education: today's costs of college degrees is off the charts, and getting worse every day. Student loans burden young adults for years and default is not an option under bankruptcy laws.

d. Gen Y see education as more learning and growing, not "pedigree"
So sell them on what network marketing has to offer:

- 1) Relatively cheap!
- 2) Real life training which can be used in many applications.
- 3) Personal Development/people skills
- 4) Real world economics
- 5) Personal economics

e. Flexibility, Fairness and Fun

- 1) Our economy has fewer and fewer opportunities so plenty are looking toward entrepreneurship.
- 2) Others with degrees are seeing their entire area of expertise has dissolved with technology.
- 3) Biggest draw to networking: flattened playing field. No need to work up the food chain, and be at the whim of a boss. Anyone can make it based on their own commitment.
- 4) Don't forget to mention the fun. These people are still young and love to have a good time.
They watched their parents not necessarily have much fun, and definitely not much time freedom.

3. Purpose

- a. Most are very purpose driven so Give For Real will totally turn them on. Do a great piece on this when you approach them.
- b. Social Entrepreneurism...