

When I Grow Up, I Want To Be A Network Marketer

By Rebekah Sandhu

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Am I the only young person who hasn't quit dreaming? Who sees herself in a dead-end job? Who wants to quit letting her job (and fear of losing it) control her decisions and actions? Who is willing to do whatever it takes to make her lifelong dreams happen? Who has chosen network marketing as her vehicle to accomplish her goals?

It certainly feels like it at times.

Trust me, if you are under 30 and in network marketing you are an uncommon site! Just walk into any major event for a network marketing company and look for anybody under 30. Oh yes, young networkers are there and many are extremely successful but in my experience they are the exception. At the network marketing events I have attended I would guess that 90% or more are at least 40 years old.

Gen Xers have suffered some pretty negative stereotyping in the past -- seen as a generation of slackers. But take a look at all the successful Gen Xers out there. What kinds of characteristics describe the successful ones that network marketers should be on the lookout for?

- Know how to work hard and play hard.
- Ambitious, energetic and open-minded.
- Don't believe in job stability.
- Determined to succeed.
- Internet suavy.
- Already fed up with a JOB

Network Marketing has historically appealed more to Baby Boomers who have either become dissatisfied with their jobs, or are nearing retirement and realize they haven't saved nearly enough. They decide to start looking for a better way of life and find Network Marketing.

Now sometimes these same reasons might bring in a Gen Xer, but it's not happening often enough. So what can all of us do to attract more Gen Xers to network marketing?

9 Keys to Attracting Gen Xers To Network Marketing

1) Expand your prospecting circle - don't underestimate very young people

Do you have a mindset that 18 year olds are too young and inexperienced to start their own business? Maybe you think they are just too interested in goofing off to take network marketing seriously?

So flip that around and look for the positives instead.

Most 18-23 year olds I know have more free time than older adults. This means they can focus their energy on building a business without worrying about obligations such as taking care of a family or working long hours at a job to pay the mortgage.

It's true, many young people do go through some period of craziness induced by the freedom of being 18. But, does it really last that long? Not for most. That brief period is usually quickly followed by the realization that they are now responsible for supporting themselves.

Have you ever taken a close look at how many people continue living with their parents after they graduate from high school? How about the large percentages who move back home after college? If this through choice or necessity?

The greatest asset that very young people possess is that they still have big dreams for their future and a strong desire to succeed. Share network marketing like a career option that provides an unequalled opportunity to be successful with minimal financial risk.

2) Educate the young people in your life early on.

Quit teaching kids that the way to be successful is to study hard, go to college, get a good job, start accumulating 'things' and the debt load to go with them.. This is NOT the way that wealthy people live.

Recently I read the book 'Rich Dad Poor Dad' by Robert Kiyosaki. Really mind opening - I highly recommend it. I also shared it with my 14 year-old cousin. The impact it had on him was amazing. His parents said he talked about it for several weeks.

Get that book or a similar tool into the hands of as many young people as you can and open their minds to this progressive way of thinking. That way they'll be able to easily understand how network marketing can fit into their future.

3) Point out the flexibility and freedom that network marketing offers.

Gen Xers have been raised in the rat race.

They've also been raised to believe that they will have to work long and hard to make it to the top. It is not uncommon for young go-getters to work 60-80 hours per week. If you show them how they can become successful on their own terms while building a global business many will be fascinated.

4) Show them how their work will make a difference.

So many young people feel like their contributions are insignificant. Let your young prospect know that the only way for them to succeed in this business is to help others become successful. This will appeal to their desire to make a positive contribution to the world.

5) Teach them how they can use technology to build their business.

Young people today are very comfortable on a computer. Showing them how to build a successful Inter-Networking business might hold more appeal than focusing on traditional business building techniques.

The first group I got involved with in network marketing focused solely on direct mail advertising. I found that this technique wasn't bringing in any young people and none of my friends wanted to touch it with a 10-foot pole.

But tell them that you are building an internet business and at least they will show you some respect. They still may not join you but their interest may be sparked and a seed planted.

If your company is international, show them how technology will allow them to build a business that spans the globe. Gen Xers have been brought up in a global society so the idea of a global business is exciting. Going global also means increased opportunities to travel to other countries and combine business with adventure.

6) Explain the power of leverage.

Gen Xers were raised in a fast food culture. Use these franchises as a way to explain the power of network marketing but without the associated high entry fees or ongoing overhead.

The right tools can also be a great asset in explaining how to leverage time and money. Use tools like the 'Brilliant Compensation' audio or video by Tim Sales or 'Rich Dad, Poor Dad' by Robert Kiyosaki to successfully explain the power of leverage in network marketing.

7) Promote security.

This one is more powerful if your prospect is already in the job market.

Young people today have either experienced downsizing or have friends or family who have. There are no fantasies that working hard at a job will pay off in a secure future. Emphasize how building a leveraged residual income can provide both wealth and security.

8) Introduce young prospects to other successful young networkers.

Don't let your young prospect feel like an oddball.

No matter what your confidence level is, it's easier to see yourself becoming successful when you see someone like you who already is. Search out successful young networkers in your company, build a rapport with them and ask them if they would mind talking with your young prospects.

9) Find out their WHY and build their dreams.

Spend some time really getting to know your young prospect. Unless they are already a close friend or family member you probably have no idea what would really drive them to start their own

network marketing business.

Many reasons for getting involved are universal regardless of age - but you cannot make assumptions. No matter what the prospects age, you must listen and attempt to identify those core desires that will drive your prospect to join you.

I didn't get involved in Network Marketing until I was 27 years old. I wish it could have happened 7 years ago. Don't we all wish we'd been brought into this wonderful business earlier and taught how to succeed at it? So next time you have the opportunity to introduce a young person to network marketing - DO IT!

It is doubtful if many young people will dream about becoming a network marketer. Your job is to show them how becoming a network marketer is the fastest way to realize their dreams. Teach them that network marketing is an unbeatable opportunity to make money, free up time, and be the boss.

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