

Young People

By recognizing the NOW generation as an up and coming super force in this industry, you will be guaranteeing that your business will be one that will last.

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What is young, ambitious, and exuberant? They are ready for a challenge and eager to make a difference? The answer is the under 30 age group, typically referred to as Generation Y or the NOW generation.

These young people are inexperienced but that doesn't stop them! They are excited to take on a challenge and try new things.

Some of the things these young adults are searching for are flexibility, recognition and freedom.

Many want to step away from traditional employment into a job where they can set their own hours, goals, and make money on their own terms. They want to be able to play when they want to play and work when they want to work. This is the reason why direct sales and network marketing is the answer that the NOW generation is looking for.

In order to make your business appeal to these young people there are a few things you can do.

First, incorporate technology in you meetings, events, trainings, and on your websites. Something as simple as a PowerPoint presentation or a YouTube video may make the difference between a new recruit and one that chooses another company. Playing music, having recognition, and making sure your opportunity and training meetings are fun with

things like balloons and maybe even some games is another great way to encourage them to join you in your business.

If they are having fun while learning they are more likely to want to associate with you in your business.

The NOW generation is used to being stimulated and entertained. They have grown up in a technology heavy world and get bored easily by paper handouts and lectures. Make your presentations and meetings interactive and fun. If it is entertaining, they are more likely to listen to the message you are trying to present, whether it is selling your products or finding a potential new member of your organization.

By recognizing the NOW generation as an up and coming super force in this industry, you will be guaranteeing that your business will be one that will last. And as you learn more about the NOW generation, what drives them, and how you can best serve them, you will be unlocking a virtually untapped segment of our population.



Awnya Boam is the owner of www.Time4Felt.com. She is currently an Executive Team Leader with Story Time Felts and the mother of 4 young children. Awnya values the time that she is able to spend with them and with her husband of 8 years. She loves to share the message of Direct Selling and Network Marketing with all she meets so that others can have the opportunity to enjoy their life more fully.

Awnya is a member of the DSWA Diversity Center as the Under 30 (Now Generation) age group representative. She is helping to increase awareness of the NOW generation as well as helping others know how to market to them. She is also the author of the NOW generation blog at <http://www.NowWomen.blogspot.com>. Awnya is currently serving as a DSWA chapter president in Salt Lake City, Utah.