

## **Scary Sign: Average age of network marketers**

*A bright future for PREPARED network marketing and direct sales companies*

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According to a study conducted by the *Network Marketing Business Journal (NMBJ)*, the average age of a distributor in network marketing and direct sales is the age of 53. The staff of *NMBJ* is now predicting, since it has been at least two years since they ran their last survey, the average age now, in mid-2007, is around 54. They are actually conducting their study again, at the time of the scripting of this article, and run this same survey

every two years.

After talking thoroughly with the owner of *NMBJ*, Dr. Keith Laggos, at a generic event where I was speaking in Las Vegas recently, we both came to an understanding that the average age in network marketing is growing at a faster and faster pace. He also mentioned to me results from his first demographic study 20 years ago, in which, back then, the average age was 47. Laggos mentioned something that would be shocking to most company owners:

***“The average age of network marketers goes up one year every two years!”***

Now let's do the math on that real quickly. If the average age is predicted to be at the age of 54 in 2007, that means, by the year 2019, the average age of distributors will be 60 years of age! I feel that one of the most

important benefits that the network marketing and direct sales industry offers is that we can create a legacy to pass on to many generations after we leave with a big smile on our resting beds. This will ensure that people will remember us after we are gone, and that when we do go, we will have no regrets.

However you won't have to worry if you are involved with one of the smart and savvy companies that start to prepare and innovate now.

How do companies innovate and prepare? Simple, all they need to do is pay attention to the fastest growing companies in history. More specifically what age demographic they are marketing to, how they do it and why.

Then all they have to do is find a way to utilize those very same marketing techniques and translate them into network marketing and direct sales advertising. Who are these major companies? I'm certain that you have heard of them, and if you haven't, you probably should get up with the times because *these* are the companies that have.

**MySpace.com:** Started in July of 2003 and around two years later was bought out by News Corp for a whopping \$580 million cash!

- By August 2006, they had their 100 millionth account opened up.
- By April 20, 2007, at 4:20:35 pm., there were 172,613,834 users on MySpace.
- On April 20, 2007, at 4:21 pm., there were 172,616,453, that means MySpace grew by 2,619 users in little less than the time it took me to write these two sentences. Switch right back to my Internet window and press the refresh button. Try it yourself. You will be shocked!

**YouTube.com:** Founded in February 2005 by three young men in their early 20s.

- In October 2005, it was purchased by Google for \$1.65 billion!
- According to a July 16, 2006 survey, 100 million clips are viewed daily, with an additional 65,000 new videos uploaded per 24 hours.

- The site has almost 20 million visitors each month, according to Nielsen/NetRatings, where around 44 percent are female, 56 percent male, and the 12- to 17-year-old age group is dominant (Generation Y).

Going back to the points I mentioned earlier. What age demographic are they marketing to, how do they do it and why? Here are the answers to those questions.

The major demographic that joined these companies was Generation Y.

**Generation Y:** Called by many the new baby boomers of today (the children of the baby boomers).

- According to a study by Chico State University of California, there are over eight million more Generation Y people than the original baby boomers.
- *USA Today* says, "Generation Y sits on top of the consumer food chain."
- They have more spending power than any other generation in history.
- They are the largest generation per population in history.
- China has 200 million of them in the 18 to 29 age category and over 367 million under the age of 18!
- There are nearly 80 million in the United States.
- As you can see by the stats of MySpace and YouTube, they are also the best networkers in history due to the technological feats of the previous generations.

***I give you these stats not to bore you but to educate you on the importance of this generation for the network marketing and direct sales industry.***

Why do you think NASA, the most technologically advanced organization in history, brings young Generation Y people in for training as toddlers?

Because they know that unless they grab the young person's interest, as well as prepare and educate them at an early age, they could end up conditioned to go down other paths through life and not be fit for the rigorous training that NASA astronauts and scientists require. They know that there will be no future trips to Mars unless they act *now*.

Why is this any different for our industry, well, to be blunt, it's absolutely not! If you do not act now, then your network marketing business, over time, will have no future! I say that out of pure passion and respect for our industry because it is this same industry that changed my life forever. I started at the ripe age of 18 and continue to build Generation Y organizations all over the world today. I don't say this to boast. I say this to tell you that I "walk the talk."

As for the last two questions: How they do it and why? Well, we can conclude from the information above why they do it. But you might be asking, "All of that is great but how do I learn the skills on what to say and how to say it and do it in their language and target it directly to the network marketing and direct sales industries? I would give you many tips and real life stories but I just do not have enough room to write them in this column.

### **Get secrets of the Gen Y expert**

You can have "The Secrets of the Gen Y Expert" sent to you every week by going to [www.DedicatedDakota.com](http://www.DedicatedDakota.com) and subscribing at no cost. I'm also coming out with my first CD program and, actually the first program of its kind, made with my mentor Art Jonak. It's called "*The New Baby Boomers In Network Marketing*"© "*Generation Y.*" Learn how to sponsor energetic, young adults into your business. Don't miss out on these enthusiastic, natural networkers. As a Gen Y expert, I reveal how I locate, motivate and help young adults become powerful network marketing leaders.

You'll also learn:

- What words to never use with Generation Y.
- How to build a large organization of energetic superstars who won't quit.

- Proven techniques on developing a fast-paced, popular, young adult team.
- Learn what to do and what not to do when building your Generation Y team.
- How to bring excitement to your network marketing business.
- Why your network marketing business has no future if you don't innovate.
- Why *Fortune* 500 companies keep their "young adult" marketing techniques a secret.

The clock is ticking. Limited amounts will be available due to product being rare. We will sell out fast! Learn more about this program and get your *free* "Weekly Secrets of The Gen Y expert"

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**Dakota Rea**, since joining the industry at barely 18 years of age, has been the top Generation Y leader in all his Network Marketing companies. When he was only 19 he built an organization with distributors in over 20 different States, with tens of thousands of members all over the globe!

He has now been hired internationally in over 7 countries as a consultant and speaker for network marketing and direct sales companies, focusing on how to effectively attract, sponsor, and motivate "The New Baby Boomers", or Generation Y (the young adults of today).

Dakota is now a published author and has been featured in all the major Network Marketing magazines including 2 that were on the shelves of Barnes and Noble!

He now has a popular 5 CD course entitled "*Generation Y*" *The New Baby Boomers in Network Marketing*, which teaches network marketers how to create an energy explosion in their teams by recruiting ambitious young adults!!!