



HOW TO RECRUIT MILLENNIALS INTO YOUR BUSINESS

Generation Y individuals are people born between the years 1980 and 2002. This generation, approximately 80+ million, will soon be three times larger than Generation X (1965-1979) and is already larger than the Baby Boomer Generation (1946-1964)! Gen Y is quickly becoming the most important generation in history.

In between their Facebook & Instagram accounts, iPhones & iPads, and other technologies, they are the most SOCIAL generation ever. By 2025, Gen Y is going to make up 75% of the global workforce, and their independent thinking and entrepreneurial mindset will change the future of the workplace. They are more afraid of being stuck at a desk for 45 years than taking the “risk” on starting a business. In fact, they are being hailed as the most entrepreneurial generation yet.

The freedom, innovation, and potentially large income that a network marketing company offers means they’re PERFECT candidates for our business.

IMPORTANT STATISTICS

- 10,000 millennials turn 21 EVERY DAY in America.
- By the year 2025, three out of every four workers globally will be Gen Y.
- The unemployment rate of Gen Y has tripled in the last two years.
- 60% of college graduates have \$25,000 or more in student loans.
- There are 4,200 colleges & 20 million college students in [area].
- 50 million kids spend money on Starbucks & energy drinks, so Elev8 & NutriNRG are a perfect fit!
- They have spending power of over \$200 billion.
- They influence the purchasing power of other generations.

THEY BELIEVE THAT...

- They are instruments of change, and when they believe in a mission they go after it.
- They are driven by IMPACT not just money.
- The traditional way of producing income, like having a JOB, is NOT the best plan for financial freedom or retirement.
- A college degree is ineffective as a means to “guaranteed success.”
- Business owners & social influencers make a lot of money.

WHAT DO THEY WANT?

Millennials want casual Fridays almost every day. They want to work when they want to work and LOVE what they do. They want to feel like they are part of a community, they want to give back and live a meaningful life. They like flexibility, control and innovation. They have an ability to think outside of the box and aren't afraid to take risks. They are driven by freedom, love technology, have creative power, and are addicted to networking and socializing.

THEY ARE GREAT PROSPECTS FOR NETWORK MARKETING BECAUSE...

- They are highly motivated, willing to take risks and don't have a lot of previous failures, a.k.a. “baggage.”
- They are well connected to their high school and college friends. They are great communicators and use technology to deliver their message to the masses in seconds.
- They resist many of the “old school” notions that their parents grew up with, such as – “Go to college; get a job; work hard; retire in 45 years and then start living!”
- They are not afraid of technology and, in fact, require it. They much prefer text messaging & Facebook messenger over email.
- They are socially conscious and responsible; show them more than the money. Show them a cause and a way to make a difference.
- They can spread the word about any new venture they might find fun, impactful and profitable in a matter of minutes.
- They are interested in self-development and mentoring, and they love diversity.
- They are spontaneous and quick decision makers. Don't make a plan with them for next month; send them a text a few hours before an event and they'll show up!

HOW DO YOU FIND THEM?

Many students belong to a lot of existing networks, allowing for easy opportunities to acquire customers and business partners quickly. They are on Facebook, Instagram, Tik Tok, Twitter, etc. You can post a business opportunity flyer at the Student Union Building of a college, attend a student-sponsored career fair and identify a few sharp people to connect with, or host a Facebook Live or local seminar on the benefits of starting a home-based business to pay off student loan and credit card debt.. Find leaders of fraternities and sororities and other social organizations on campus.

Keep in mind, millenials are aware that we live in uncertain times and they aren't waiting around for next year, next week or anything. Connect with their WHY, show them how to achieve it and help them get results FAST!! They want to know our business is FUN, COOL, and SIMPLE. Just be yourself, laid back, and be INTERESTED in THEM, NOT INTERESTING.

COLLEGE CAMPUSES SYSTEM -

Go to the Student Activities or Student Government Department (or do a search online) and ask for a list of all social STUDENT-run organizations on campus, as well as the key contact person for each. Call and say...

EXAMPLE #1:

"Hi (name of prospect)! My name is _____ and I received your name from the Student Activities Department. How are you? Great! I work with an international company called B-epic and we are expanding operations in the (city) area. I have been assigned the (name of the university) territory, and we are looking for people with management and leadership skills to help us launch this project on campus. Now obviously you are a major center of influence (key leader) within your organization, so what I'd like to do is stop by and see you (schedule a quick zoom) for about 15 minutes to show you what we are doing and how you can benefit by being one of the first people to hear about this. You can determine if you have an interest and see if this would possibly benefit the folks in your organization as well. Does tomorrow at 2:00 p.m. work for you?"

EXAMPLE #2: *(Sororities & Fraternities) - Fraternities and sororities provide a variety of opportunities for college students. In order for these organizations to thrive, they rely on earning and receiving funds through various sources and outlets. They hold fundraisers to benefit the community and a number of charities, but they also hold them to help bring funds into the house.*

According to Delta Sigma Pi's chapter operations manual, the goals for fundraising include increasing visibility (throwing social mixers), recruiting new members (meet-and-greet parties) and raising money in a non-specific manner. Fundraisers are great ways of raising money for sororities and fraternities because they bring in money while providing a social climate for meeting new people and bridging awareness between the house and the community.

Option # 1 - *"Hi (name of prospect)! My name is _____ and I was given your name as the point of contact for (name of fraternity/sorority). How are you? Awesome! I am reaching out because I work with an online retail brand that is expanding on (name of college) campus and I just have a quick question for you. If I could show you a way for you, your organization and the members to earn extra income with one of our fundraising initiatives without it conflicting with what you are currently doing AND it would allow you to setup a recurring monthly revenue stream for your organization, would you be open to getting further information about it? (Pause. Wait for a response.) Great!! Now (name of prospect), I will tell you that you are one of the FIRST leaders on campus that I have spoken with, so if you DO see an opportunity with what we are doing there is a HUGE financial benefit for you to earn from everything that we will be doing moving forward from multiple organizations on campus. Does tomorrow at 2:00 p.m. work for you?"*

Option # 2 - *"Hi (name of prospect)! My name is _____ and I was given your name as the point of contact for (name of fraternity/sorority). How are you? Awesome! Listen, the reason for my call is that I work with a company here in (city) that is expanding operations and I am in the process of identifying some potential leadership to help us with the expansion of our online retail brand. We are looking for people like you who have influence, credibility and experience in working with and around people on a daily basis. I just have a quick question for you. Are you at all open to ways of earning additional income on the side while in school? (If yes....Great! I would love to share more information withyou. I'm going to send you a 6 minute video that will give you more details and then I can answer any questions you may have. Is that cool?"*

EXAMPLE #3: *(Guest Speaker) - Guest speakers are a good way for social organizations to add interest to their meetings and help the members get the most out of their organization. You would speak about the importance of maintaining better health, protecting their immune system, importance of sleep, dangers of inflammation etc. You can also speak about the dangers of energy drinks and why switching to NutriNRG or Elev8 is a better option. You can also talk about the power of starting a home-based business online using social media and making extra money from their phone instead of working a part-time job.*

"Hi (name of prospect)! My name is _____ and I have been given your name as the point of contact for the (name of organization/club) at (name of university). How are you? Great! The reason for my call is I work with an international online retail wellness brand and I wanted to find out if you would be at all open to allowing me to attend one of your meetings as a speaker. I would like to take about 15 minutes or so to share some valuable information with your members, specifically talking about taking control of their health and their financial future during and after college. It would be really fun and we even have some FREE samples we would share with everyone.

EXAMPLE #4: *(Athletic Organizations) - This is a great way to share Elev8 and NutriNRG with athletes. You can also do a demo of the Hydr8 alkaline water showing the PH levels. You can also discuss how the athletes can make the switch to healthier alternatives that will enhance their health and athletic performance.*

"Hi Coach (name of prospect). How are you? Great! My name is _____ and I am reaching out because I was given your name as the point of contact for the (ex.Florida State football team). I work with an international wellness company that offers exclusive products in the sports nutrition, energy and performance arena. We believe your athletes would have a serious interest in knowing that these products are available to them, because they are HEALTHIER alternatives to what they are already drinking and spending money on anyways. These products have PROVEN to help performance on the field with some of our professional athletes that are clients of ours as well. What I would like to do, coach, is set up a time, with your permission of course, to attend to one of your team meetings and take about 15 minutes to share some FREE samples and information about our products. By the way, if you allow me to come out, I will make sure you benefit FINANCIALLY as well as a thank you to you. (Pause. Wait for a response.)

*****If they ask what type of products say...***we have a delicious berry flavored drink for hydration and energy that replaces unhealthy GATORADE.*

GREAT ARTICLES

- <https://www.cnn.com/2017/04/26/health/energy-drinks-health-concerns-explainer/index.html>
- <https://www.webmd.com/food-recipes/news/20121023/death-reports-monster-energy-drink#1>
- <https://www.thedailymeal.com/9-negative-effects-sports-drinks/101113>

IMPORTANT TIPS



- You can hire some young people on www.fiverr.com to pass out flyers about making money catered to the college students. In order for this to be effective you need to distribute at least 5,000 – 10,000 flyers. (There are examples of these flyers on the team training website under Tools/Flyers.)
- You can put together a survey of questions to ask students regarding paying off student loans, getting out of debt and making extra money. **(Wealth & Retirement Analysis Worksheet on team training website is a great start)**. You will want to make it fun and interactive and maybe even do a drawing for those that complete it and give away free product or gift card. Make sure to get contact information for those that express an interest and send them a text from the Bepic APP. If they like what they see and want more information, send them to www.BuildEpicWealth.com.
- You can encourage the members of the organization to sell bottles of water mixed with NutriNRG for \$5 as a “cash-based” fundraiser on campus, especially when it’s hot. Let the students know the importance of staying hydrated, focused and healthy while studying. Students can enroll using the website link associated with the organizations account unless the members decide to enroll under the organization and use their own individual website.
- You can host a “Wellness Awareness” event and ask students to participate by completing the health survey and doing a product sampling party.

IF THEY SAY...

What is it? The name of our company is B-epic. We are an international company that's one of the fastest-growing online retail brands in the country. We market products in various billion-dollar industries, such as weight loss, skin care, anti-aging, immune health, energy & performance, joint pain & inflammation & general wellness. Many of your members I'm sure would be interested in our products, but it could also be an income stream for you and your organization. Would you be open to at least giving me 15 minutes of your time?

Can you send me an email? Sure (name of prospect)! What I will do is actually ADD you to our Facebook groups and TAG you in a few testimonials , how does that sound? (If they are not on social media then send them a text or email using the Bepic APP or to the website www.productswithimpact.com or www.BuildEpicWealth.com.)

Why do you need the list of social organizations? I work with a company that offers an incredible fundraising program and we know there are many organizations looking for additional ways to generate revenue to fund their social functions and donate to charities. I would like to reach out to the contact person of each organization personally to share what we have to offer that may bring value to their organization and see if we may be able to help them raise money.