

## **THE LANGUAGE OF AMWAY:**

### **Messaging for Generation Y**



**Luntz Global  
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## EXECUTIVE SUMMARY

It's not an easy time to be young and starting out in the U.S. The "Great Recession" of 2008 was destabilizing at many levels, but especially so for recent college grads and younger members of the workforce who had yet to find their career footing. For Generation Y—born roughly during the "mini-baby boom" of the 1980s and early 1990s, who grew up for the most part in an era of affluence, inclusion and technological advancement—the disconnect between the reality of today's economy and the high expectations with which so many of them were raised is surely not an easy one to face: according to our research, more than 60% of Gen Y prospects currently don't have full time jobs, and 94% of them have no prior business ownership experience.

Despite this disheartening scenario, however, **Gen Y prospects still present Amway with an outstanding opportunity to recruit, mentor and mold an entirely new class of IBOs, one that could easily become the cornerstone for the company's future growth and expansion.** Gen Yers may lack money, may not show a strong sense of loyalty or even seem willing to commit to one job for more than a year or two. But they are also more open than any other segment of the population to trying something new, and they are hungry for a break.

***INSERT CHART FROM SLIDE 79 "GENYers ARE ENTICED BY NEW OPPORTUNITIES"***

### **The Good News: GenY is easy to grab**

There are a number of core elements to Amway's business that are extremely appealing to Gen Yers—both men and women. In fact, one of the most distinctive qualities to emerge from our research with those under 30 is that, overall, Gen Y men and Gen Y women (without kids) align much more closely in terms of their desire for freedom, flexibility, extra income and building something for the future than men and women within other demographics do. This is not to say that Gen Y men and women will respond exactly the same to every single word, phrase or communication principle—and once a woman has kids, at any age, her priorities tend to shift significantly. But as an underlying rule these young people, when first starting out, have a number of motivating factors in common, and therefore are more likely than older prospects to respond to language tailored to their generation, not necessarily just to their gender.

**Keeping this in mind, you can easily attract the attention of young prospects by emphasizing a number of key points about Amway that speak to their unique generational leanings and concerns:** the entrepreneurial nature of being an IBO; the earning potential evidenced by the \$30 billion plus in bonuses paid out; the security and confidence inherent in Amway's lock tight 100% money back guarantee. AMWAY IS GROWING. The rest of the economy isn't. This fact alone should be enough to draw Gen Y prospects to the table and entice them to listen to how Amway can help them create a prosperous future at a time when so much else seems to be up in the air.

## **Bad News: Gen Y is harder to keep**

It's not insignificant that the term "Helicopter Parenting" is closely associated with Generation Y. Just think what the concept implies: kids who grew up with parents who hovered; kids who were taught and played primarily in groups; kids who all won trophies and were coached with positive encouragement and nurtured with emotional support. This style is not necessarily wrong, but it has given rise to a generation that has a need for deep mentoring and engagement. Whether due to technology, social media—or simply the way they were raised—Gen Y prospects need constant intervention, or else they are far more likely to be sidetracked early in the game.

Preventing this will require active use of social media, follow up and regular injections of information. **Assume a short attention span, and provide young prospects with a forum where they feel comfortable, can share their opinions and be easily heard.** This can be accomplished by checking in on Facebook or Twitter, starting a hang-out on Google+, or taking advantage of applications like Skype or Tele Town Hall to ramp up your connection with Gen Y prospects. What matters with this group is that you keep your mentoring PERSONAL, POSITIVE and REAL.

## **Where does Generation Y fit in?**

Forget about what you see on The Jersey Shore: Generation Y is not entirely alien, and **all prospects—regardless of age, gender or ethnicity—approach Amway with the same basic concerns: Is the business credible? How does it work? Why Should I join?** And when fielding answers to these questions, most prospects tend to respond to those that incorporate the following as qualities that embody the culture and business model offered by Amway:

- Accountability
- Integrity/ principles
- Respect
- Quality
- Authenticity
- Measurable results

Our research also uncovered some core tenets that transcend age, and resonate just as equally with Gen Y prospects as they do with their older counterparts:

1. Most prospects would change jobs tomorrow in search of a "career" (or their own business) that would make them "happy" and "secure."
2. The greatest benefit to owning a business is being able to control your time and life.
3. The majority of prospects are willing to commit, and would prefer to work hard now to be able to quit their full time job down the road, rather than just continuing to work in their spare time.

4. Everyone is keen on Amway's BIG FOUR partners: Disney, Best Buy, Barnes & Noble, and Visa.
5. Because of Amway's performance rewards system and over \$30 billion paid out in bonuses, everyone understands that the possibilities as an IBO are endless.

### Where does Gen Y step out?

All prospects begin to diverge along demographic and generational lines when it comes to ranking their priorities, and defining important concepts like Freedom, Control and Security, and Generation Y is no exception. While most share these higher-order ideals as their end goals, all groups tend to differ in their sense of what these things mean, and what they are willing to do to achieve them.

With Gen Y prospects especially, there is a specific shorthand that stems from their comfort with technology, social media and pop psychology lingo. This doesn't take away from Amway's core principles, but when speaking to this rising demographic it certainly helps to be aware of the dynamics that drive the group, and shape a slightly more entitled sense of language, goals and aspirations.

Following are some key points that emerged from our research with male and female prospects aged 18 – 29, that should serve as guidelines for all Amway representatives when attempting to break through to Generation Y:

1. **START-UP NATION: Gen Yers are much more likely to be turned on by the idea of starting their own business, as opposed to just being their own boss.** This resonates stronger with Gen Y men than Gen Y women, but the common concept to both is the idea that **being an Amway IBO is like running your own start-up, which will give you control over your time and your future.** Being or having a "Boss" implies restrictions; being an "Entrepreneur" implies CREATIVITY and FREEDOM. Remember that this generation is coming of age in one of the most drastic economic shifts in history, and are sophisticated enough to know that a steady job with a big corporation is no longer an assurance of future security. It's not cool anymore to work for Goldman, it's cool to start something like Groupon, and generational role models are guys like Mark Zuckerberg who created something successful on their very own.
2. **FACEBOOK IS YOUR FRIEND: Gen Y prospects are more likely to incorporate technology into their business practices by "building on social networks" and following other strategies of crowdsource marketing.** The average Gen Yer has over 1000 friends on Facebook. It doesn't matter how (or, in some cases, if) they know these people, the point is that this generation has no qualms about reaching out on Facebook or Twitter, Flickr or Pinterest, or any other social media site to promote themselves, their products and their passions. **For Generation Y, Facebook is part of their day-to-day, and it is a natural**

**way of connecting and doing business** (they may even friend you after only one meeting). They may one day outgrow the tendency to over share, but right now the trend is strong, and should be recognized as a valuable tool to engage this demographic.

3. **JUST DO IT: Gen Yers easily understand and embrace the concept that you get from Amway exactly what you put into it.** Generation Y is also the overscheduled generation and—whether in school, sports, music lessons or volunteering—more than anything they have been raised to DO. From a very young age, this group was pushed to achieve, and to think positively, with the message that **you can accomplish whatever you PUT YOUR MIND TO.** This is a very powerful mantra for Amway, which is exactly the kind of business that rewards hard work and effort, and a clear way to convey this to Gen Y is by simply saying that if they DO they will EARN.
  
4. **GYM vs. YOGA ANALOGY: Gen Y Men want results, Gen Y Women want flexibility.** All Gen Y prospects respond to the work/reward correlation, but when attempting to illustrate the concept Gen Y men and women, not surprisingly, respond to different verbal analogies. **Likening being an Amway IBO to joining a Gym resonates quite strongly with Gen Y men,** who understand that just paying the membership fee will not get you into shape: to get results, you also need to go to gym regularly and do the work. This analogy appears to resonate less so with Gen Y women, who are more intrigued by the idea that, over time, being an Amway IBO can allow them more CONTROL and FLEXIBILITY: the same qualities one develops by regularly doing Yoga.
  
5. **SHOW THEM THE MONEY: Gen Yers are more concerned with making money now than with finding a new source of income.** When asked, an overwhelming number of Gen Y prospects we polled—79%—chose “Finding a way to make more money” over “Finding a new source of income” as their top priority, and longer-term goals like starting a business or remodeling a home lagged far lower. This is an opportunity to speak to this group about their EARNING POTENTIAL with Amway, especially over the next few years. **For Gen Y, two to three years is considered a valid window for achieving a goal,** and while you cannot say how much they will earn, you can point to the **opportunity that exists to earn more over time.** With the right amount of effort, in a few years they could even earn more than their sponsor.

***INSERT CHART FROM SLIDE 78 “MONEY, THAT’S WHAT THEY WANT”***

6. **BRAND LOYALTY: Gen Y men show overwhelming favoritism towards Best Buy. Gen Y women prefer Disney and Barnes & Noble.** Generation Y is also considered the most “marketed to” generation in history. While that may not have forged much job or company loyalty, it has translated into a **high degree of affiliation with their favorite brands**. Amway partners with some of these brands, and you should not be afraid to refer to them over and over when prospecting among this demographic: it will help you build credibility, establish common ground, and earn their trust. For Gen Y in particular, technology-obsessed men are big fans of Best Buy, while Gen Y women tend to prefer Disney and Barnes & Noble.
7. **CONTROL FREAKS: Gen Yers want to decide, on their own, WHO to work with, WHEN to work, and WHAT to sell.** This is especially true for Gen Y women, who value control even more than money: 72% cite it as the greatest benefit of owning their own business, as opposed to just 28% who cited the chance to make more money. But as a rule Gen Y prospects reject the notion of having their schedule determined by a boss, a bureaucracy or other “arbitrary” forces. This desire for control is not yet tied to a strong sense of their future family or security, but instead to a more immediate sense of needing to feel they are the arbiters of their own destiny. **They want the power to decide HOW they spend their time and WHO they spend it with. They want to know they have OPTIONS. They want to know that they are in CHARGE of their progress and their career.** Generation Y does not necessarily have problems with authority, as long as the authority is THEMSELVES.
8. **IT’S ALL ABOUT THEM: Gen Yers relate to higher-order benefits in terms of how it affects THEM and their DAILY LIFE.** Generation Y is not necessarily cynical, and will respond to larger terms like FREEDOM and INDEPENDENCE that other groups may consider too ideological or nebulous. But, again, how those terms are defined makes the difference. Faced with fewer “real-world” responsibilities, **Gen Yers right now are likely more concerned with the freedom to be able to afford to eat out, buy a car or new computer, pick up the tab on dates.** Referring to activities like these will make higher-order benefits appear more tangible, and more accessible, to this young demographic.
9. **PICK UP THE PACE: Generation Y operates on passion, intensity and short bursts of information.** It’s not fair or accurate to assume generational ADD, but as a rule Gen Yers do not show much patience for long presentations: if you don’t grab them in the first 15 minutes, you won’t grab them at all. This does not mean you need to cram in everything right at the beginning, but it does mean **you start in high gear, and you start real: get in their face, hit the words that will draw them in, show the transparency that will get**

**them to trust.** Once you have their trust, you have their attention, and can then slow down to highlight the relevant points about Amway and the opportunity it presents. But without that trust, the opportunity is lost, on both ends.

10. **HAVE THEIR BACK: Play to short attention spans with regular follow-up, high availability and constant injections of information.** Generation Y has never really had to operate in a vacuum. They grew up with access to information 24/7, and were never further away from friends or loved ones than a single text or Skype call. This has contributed to a sense that they are kids in the know, and this sense needs to be fed to sustain their trust, energy and attention. It's not about hand holding, it's about making them feel like they are being included in something cool, that they are an important part of the process, and that they are being heard. The best way to do this is by making yourself available, engaging them on social media, constantly checking in and openly fielding their concerns. Let them know you are someone they can trust, and you will win their trust—and attention—in return.

Taken together, these points—along with the more detailed communications recommendations that follow throughout this document—should inform the script you use in all your interactions with Generation Y. Despite their youth and relative coddling, these “kids” are passionate, they have much to offer, and their concern about the future is real. **They might not have the income to be big-time consumers, but they have the drive and the desire to be big-time sellers,** and they are great group to win to your side: They aren't afraid to work, they are brimming with potential, and they will add all kinds of awesomeness to your team.

## CHAPTER 2: COMMUNICATIONS COMMANDMENTS

All prospects, Gen Y and upwards, are more or less motivated by the same underlying concerns. Everyone wants **Security, Control** and **Freedom**, but everyone also defines those concepts slightly differently, and your ability as a communicator lies in recognizing and speaking to these differences. The most effective presentations are generally those that assume audience unfamiliarity with Amway, and start by emphasizing upfront that the company represents **Quality, Credibility** and **Value**. For all groups, start with Amway's products, the 50+ year history and 180-day, 100% satisfaction guarantee – the things that have allowed Amway its success and longevity – then move on to how Amway can help each distinct group of IBOs accomplish their goals and dreams.

Our extensive research with prospects across the spectrum—conducted during multiple presentations and in post follow-up—revealed the following unifying principles that define successful communication with all groups:

- **Freedom** and **Control** are motivators for all, but don't define them: give prospects the space to define their own sense of these concepts on their own.
- It is NOT about helping others, at least not at first. Prospects are there first and foremost to learn about Amway, and how they can make more money. Stick with that.
- Tone is important: Prospects respond to Messengers who are **Positive, Excited** and **Authentic**. There is no better sales person than someone who clearly loves what they do.
- Everyone's a skeptic, and gets that there is no such thing as a free lunch. You are not selling an "opportunity"—that turns folks off. You are selling Amway. Amway offers an opportunity, but only for those willing to do the work and put in the time.
- Messengers matter. Different groups respond to different messengers. If you are speaking to Hispanics, send someone who speaks Spanish. If you are speaking to women, send someone who has kids. The pitch is far more effective when the person doing the talking can show they've walked in the audience's shoes.
- Timing—in terms of what you say, and the order you say it in—is everything. Messages are best absorbed when information is sequenced:
  - **Who** are you talking about?
  - **What** do they do?
  - **Why** others should join?
- You can't sell without instilling Confidence, and you do this by pointing to examples that establish **Credibility, Reputation** and **Reliability**.
- **Keep it Simple but Sophisticated**. Prospects are smart, and most are not novices to business. They have little patience for jargon, and are in front of you simply to learn more about what Amway can offer. Be straight, and don't talk down, or you will lose them.

## How to Talk to Generation Y

For Generation Y in particular, WHO you choose to deliver the message is not necessarily as important as HOW the message is delivered. There's nothing in our research that indicates Gen Y prospects will respond better to a younger messenger, but plenty that suggests their attention will be more easily sustained by someone who is **Passionate, Engaged, Approachable** and **REAL**.

The biggest “challenge” in communicating with Gen Y prospects has less to do with whether Amway will capture their interest, and more to do with how long that interest will last. Generation Y is certainly open to exploring new opportunities, and there are many things about Amway that appeal to this group. But Amway is also likely one of a handful of other options on their radar, and **the trick to standing out is to emphasize those qualities around time, schedule and lifestyle that these younger, less encumbered prospects value, and that Amway is perhaps better equipped to offer them now.**

What follows in this chapter are words and phrases that have tested positively among Gen Y prospects, defined roughly as those between the ages of 18 – 30. These are not meant to be taken as foolproof guarantees of success, but rather as touch points that will inform the script you use when approaching this group, and provide a blueprint of how to more effectively navigate the “generation gap” that exists between prospects who were raised with the Internet vs. those who can remember a world before MTV.

We also provide a summary of specific areas where your language can be improved by using alternate phrasing, as well as strategic recommendations that should influence your communications strategy moving forward. The information included here has been tested, and has evolved from our extensive research on what people say, and how they can say it better.

<b>21 Words for the 21<sup>st</sup> Century – English</b>	
<b>More Money</b>	<b>Freedom</b>
<b>Change</b>	<b>Unlimited potential</b>
<b>Flexibility</b>	<b>You're in control</b>
<b>Control of your time and life</b>	<b>Your own boss</b>
<b>Financial Security</b>	<b>Personal Responsibility</b>
<b>Work for yourself</b>	<b>Consistent</b>
<b>Create</b>	<b>100% money back guarantee</b>
<b>Happy</b>	<b>Highest quality</b>
<b>You owe it to yourself</b>	<b>Stop complaining and start doing</b>
<b>Enjoy your life</b>	<b>Growing</b>
<b>Commitment</b>	

Again, when cross-referencing these 21 words with those that resonate with all prospects, there are a number of shared underlying principles: The desire for **Financial Security**. The **Credibility** established by **Quality Products** and the **Confidence** instilled by the **Guarantee**. The **Freedom to Control your Schedule** and to **Work for Yourself**.

But the words above that resonated much more strongly with Gen Y prospects are those that refer specifically to higher order benefits like **Happiness, Enjoyment** and **Flexibility**, as well as more active words that emphasize concepts of **Growth, Achievement, Commitment** and **Personal Responsibility**. This is illustrated even further with the following phrases, which have been tailored specifically to address issues specific Generation Y, in language they can easily relate to.

<b>5 for Gen Y</b>	
<b>1</b>	<b>In the tough economy we have, and with people more insecure about their jobs than ever before, this is the one company that’s steadily growing.</b>
<b>2</b>	<b>Some people don’t succeed with Amway for the same reason that people don’t get into shape just because they buy a gym membership. Showing up consistently and working hard are what gets you in good shape – and what makes you succeed at Amway</b>
<b>3</b>	<b>I choose to build my business at a pace that allows me to have time to do they things that I want.</b>
<b>4</b>	<b>I can make as much money as I want to make, and that fires me up. I don’t have a boss and I really like that. And I can control the amount of money I make by what I do.</b>
<b>5</b>	<b>For me I’ve used Amway to do other stuff in my life that I’m passionate about—and not just work a 9-to-5 kind of job.</b>

**What runs throughout these 5 for Gen Y is language that speaks to a basic generational concern about how to reconcile the desire to run their own show with the very real world need to make money and find a foothold in a faltering economy.** Amway can help them do exactly that. Not immediately, not easily, but with a tried and true method that has been working for IBOs consistently for more than 50 years.

**What matters for Gen Y**

These 5 for Gen Y phrases are also extremely useful for addressing head on the things that matter most to Gen Y prospects:

**SECURITY:** Despite the economy, Amway is one of the few companies in the country that is growing.

**ACTION:** Amway does not reward inactivity. You need to DO to succeed. But if you do the work, and do it consistently, you will be rewarded. There is no model more fair.

**CONTROL:** Amway does not dictate your schedule. You choose when you work, and how much you work. You can build your business rapidly, or slowly over time. Whatever your choice, you are the navigator of your life, and how you choose to spend it.

**MONEY:** Amway cannot promise how much you will earn, but Amway can promise that the potential to earn is high, and in direct proportion to the amount of time and effort that you dedicate to being an IBO.

**PASSION:** Amway is a business that can help you carve out the space you need to pursue your true passions in life. With Amway, you don't need to be chained to a cubicle or to a soulless 9-to-5 routine. As an IBO you can build your business and create your schedule around the other things you love to do. Learning to surf, traveling, playing your music, training for a marathon – whatever else is important to you, with Amway you can still find the time to nurture your interests and achieve your life (not just your career) goals.

**How and Why for Gen Y**

The words and concepts discussed above should run throughout all your interactions with Gen Y prospects, from the very first presentation to ongoing follow-up and mentoring. Remember, Gen Yers are more likely to be influenced by the opinions of others—at least at first, until the business has begun to work for them—so, like any good coach, it is your job to keep them motivated and in the game. When moving on to the details of HOW Amway works and WHY it is a valid option for Gen Y, you should continue to stress those elements in the business that evoke notions of FLEXIBILITY, SECURITY, CONTROL, CREATIVITY and HAPPINESS. **Gen Y doesn't mind hard work, but they also see that work as a facilitator to giving them a good life NOW as opposed to a better life in the future.** Maybe, over time, Amway will become their future, but **at the beginning they are more eager to know how Amway can help add value to their life, and what they need to do in the moment to make this happen.**

Instead of saying this...	...Say this
I am an Internet re-seller	I run my own business
Network marketer	Independent Business Owner
I run a health and beauty company	Entrepreneur
A Job	A Career
Economic Opportunity	Financial Security

Gen Y is highly aware of the power of image, in themselves and others. No matter how good an opportunity really is, they will not join if they feel that they are part of something uncool or an out-and-out scam. They are wary of terms like “Internet re-seller” or “Network marketer”—both terms that hark back to an earlier, unsophisticated age of the Internet (or, even worse, the

age of the “World Wide Web”). They are also turned off by the notion of having to hold a “job”—which implies drudgery and “working for the man”—and anything that smacks of opportunism. Instead, when speaking to them, emphasize terms like “Career”, “Entrepreneur” and “Independent Business Owner” which puts them in the drivers seat, or higher in the pecking order, and elevates their sense of status overall.

Instead of saying this...	...Say this
<b>Balance</b>	<b>Flexibility</b>
<b>Imaging a better future</b>	<b>Creating a better future</b>
<b>Building a business that will give you more time to spend with your family</b>	<b>Building a business that lets you decide who you work with, what you sell and when you work</b>
<b>Amway is a fair, equal opportunity business that can change lives both financially and in terms of quality of life</b>	<b>Others have used Amway to achieve financial independence and the freedom to spend time how they see fit, instead of working for someone else</b>

Even though Generation Y is bearing the brunt of a bad economy now, they still also grew up in times that were flush and marked by a high level of access to affluence and its trappings. They were raised with expectations, and those expectations still linger even as economic opportunities have dwindled. They don’t need to “Imagine a better future” when their past and their present is already pretty good, but they can work to CREATE something for the future, which is a word that implies ACTION and CONTROL. **Imagining is not real, Creating is.** Gen Y prospects also aren’t necessarily driven by a need for “Balance” or “Time with Family”—these things are far more relevant for older (30+) IBOs who are more likely to have children. Instead Gen Y prospects value qualities like FLEXIBILITY that imply FREEDOM and INDEPENDENCE, and is a crucial component to a **lifestyle that is nimble enough to let you choose when you work, how you work, and with whom.**

Instead of saying this...	...Say this
<b>A job that is fun</b>	<b>A job that makes you happy</b>
<b>Working with a company that has over \$9 billion in annual sales</b>	<b>Working hard to allow you to quit your full-time job so you can work for yourself</b>
<b>Working in your spare time to get a little extra income</b>	<b>Working hard to allow you to quit your full-time job so you can work for yourself</b>
<b>Making money by sharing products that you personally use, like and respect</b>	<b>Earning extra income in addition to what you already earn</b>

What are the two most important things driving Gen Y prospects? MONEY and CONTROL: both necessary conditions for a job and a life that will make them HAPPY. They get that these things don't come easy, and that hard work is not something that is always fun, but they also get and expect that hard work will pay off for them—it is the best and only way to achieve their goals, and their goals are defined by their personal sense of what will make them happy and fulfilled. So, remind GenYers that if they work hard, they will reap the rewards. They could earn enough to eventually quit their job and ultimately work for themselves, or they could just earn a little extra each month to supplement their current income and feel more secure. Whatever it is they want, if they do the work, they will succeed with Amway.

Instead of saying this...	...Say this
<b>Being able to build a business and an income that you can transfer to your children</b>	<b>Being your own boss</b> <b>Earning extra income in addition to what you already earn</b>
<b>Pyramid schemes only transfer money; there is no exchange of products. But Amway generates more than \$9 billion a year</b>	<b>Everyone in Amway is paid on the same bonus structure, which is based on how much you sell. If you do the work, you make the money</b>
<b>Amway is an opportunity to make money working together with my family. I can sell Amway's award winning products together with the people who mean the most to me</b>	<b>Amway can be whatever you make it. For some people, they see it as a way to make a few hundred extra dollars a month. Others have used it to achieve financial independence</b>

Again, as a rule, family (as defined by “having children”) is not an immediate concern for most Gen Y prospects. Those aspects of being an IBO that appeal to prospects who want to be able to build a business “for the family” or to “leave a legacy behind” will resonate differently with GenYers, who are far more likely to want to build a business so they can BE THEIR OWN BOSS or EARN EXTRA INCOME. The same holds true when talking to prospects about the security behind Amway’s business model. While older, family-oriented prospects are more likely to respond to the company’s size and scope—a \$9 billion business—Gen Y prospects prefer to hear about Amway’s bonus structure—over \$30 billion in bonuses already paid out to successful IBOs. **All prospects want Financial Security and Independence, just for different reasons, and whether or not you have a family is a huge factor in determining what those reasons are, and the best way for you to honor them.**

Instead of saying this...	...Say this
Amway’s Independent Business Owners agree to uphold ethical principles and Amway’s Business Rules of Conduct	Amway has been open for business for over 50 years, and its structure and business model are simple and transparent
With Amway, I make enough that I can live a comfortable live. But it doesn’t matter how much you make.	Compensation and bonuses are based on your performance. With Amway, your earning potential is unlimited
In tough times, people flock to quality: they want quality products from a quality company	Amway stands behind its products with a 180-day, 100% satisfaction guarantee. If you don’t love what you buy, we’ll take it back

Generation Y is far less likely to be familiar with Amway or its products. This should not be seen as a liability—if anything it’s an opportunity—but it does mean that younger prospects are likely to approach Amway with more questions upfront about how it works, and what’s in it for them. Don’t talk about the internal ethics and “business rules of conduct” at Amway, talk instead about how Amway has been around for more than 50 years because its model is SIMPLE and TRANSPARENT and WORKS. Don’t be vague about what IBOs earn, tell Gen Y prospects that earnings are directly tied to performance, on which there is no cap. Talk less about the quality of Amway’s products, instead talk about the fact that those products are backed up by an airtight money back guarantee. **Generation Y is open to learning about opportunities, and they are open to trying something new, but they are also smart enough to know how to mitigate risk. Show them that Amway is a worthy pursuit by pointing to the company’s history, bonus structure and guarantee as proof.** Everything after that is UP TO THEM.

## RECOMMENDATIONS

### 1.) Lead with your Strengths

Remember, most Gen Y prospects will approach Amway knowing little if anything about the company and what it does. However, most Gen Y prospects are also eager for a change, and a large majority would start their own business tomorrow if they had the resources. When first presenting to this group, introduce **immediately** the core elements to the business that Gen Yers would find appealing—the opportunity to control your own schedule, to work for yourself, to choose who you work with and to earn extra income—and that also speak to their underlying desire for FREEDOM, CONTROL, HAPPINES, SECURITY. **Start with the Who and the What of Amway to grab them, then bring in the How and the Why to keep them engaged.**

## 2.) Keep it Real

Gen Y is savvy and can tell when they are being sold a bill of goods. They aren't afraid to commit, but not just for the sake of commitment: they are discerning and want to know that they will not be aligning themselves with something that will be a waste of their time. The best way to approach this is, quite simply, to treat them like adults. **It may at first require a little extra time and energy to keep Gen Yers in the game, but definitely don't talk down to them to draw them in. Promises and "salesy" talk are not real. Hard Work is real.** Let them know from the beginning that Amway, like anything worthwhile, will require hard work, and the pay off is not immediate. But the business model is one that rewards sustained and steady effort. If they put in the time, and do they work, they will be successful.

## 3.) Be Relevant and Relatable

Facebook is here to stay, and the affect it's had on the way young people communicate cannot be denied. It's not another language, but it is another way of looking at the world and relating to the other folks in it. You and everyone else you know may only have 200ish friends on Facebook, but the average Gen Yer has over 1,000. If they friend you after a presentation, do not ignore. If you want to follow up with them afterwards, write on their wall, or follow them on Twitter. **Availability and transparency are tantamount to this age: let your Gen Y prospects know that you are at least networked enough to not disappear, and will never be further than a text or a tweet away.** You yourself do not necessarily need to start to over share, or speak in emoticons, but you do at least need to let them know that you are willing to engage with them in a way they can understand.

## 4.) Show Don't Tell

Gen Y is action oriented, and may not necessarily respond to language that evokes "nebulous" ideals like freedom, quality or credibility if they don't see how these things play out in the real world. (Just think of an old Ginsu knife commercial – it means nothing to say the product is "Number 1" until you actually see it slice through a tin can!) In terms of applying this principle to Amway, there are a number of things you can point to that exemplify Amway's solid business model in tangible terms: **Amway's Guarantee, which instills an unprecedented level of confidence in the company and its products; Amway's 50 + year history and \$9 billion in sales; and the fact that last year alone more than \$30 billion dollars in bonuses were paid out to IBOs—a staggering number in today's economy, for work that was done by everyday people.**

Also don't be afraid to share your own experience with Amway, or the experience of your colleagues: Over time Amway allowed you to be able to leave a job you didn't really like, or to earn the extra income to travel, or to have more time to spend with your family and friends. Your success makes you living proof that Amway's model works and supports the lifestyle that makes you happy. And then there are Amway's products themselves which, in addition to being backed up 100%, are at the highest end of product categories that appeal to Gen Y consumers, especially XS Energy Drink, Artistry cosmetics, and Luxury of Clean organic household products.

## 5.) **Be Candid and Don't Overthink**

Along the same lines as keeping it real, Gen Yers also appreciate straight talk. They know the economy is bad, they've heard all the doomsday projections about their future, they know that the world they grew up in no longer exists. They don't want any longwinded explanations about how Amway can help them "find their future" or "fulfill their dreams": **they simply want to know what Amway does, why it is a valid option for them, and what they will need to do to make the model work.** For instance, don't shy away from the fact it is a Direct Sales company—Gen Y men in particular (49%) like the idea of getting involved in Direct Sales—but also be honest that the model is not for everyone. Speak to their Earning Potential, but also be clear that to get there will require discipline and hard work. **In the end, they will appreciate your candor, which will likely make them trust you even more.**

## **CHAPTER 3: GEN Y MEN & WOMEN – GYM vs. YOGA**

As mentioned earlier, Gen Y Men and Women are very closely aligned along a number of key points about what they are looking for in work and in life—chief among them FREEDOM, FLEXIBILITY, CONTROL, HAPPINESS and SECURITY—and most Gen Y prospects are attracted to Amway for the opportunity to control their own schedules, earn extra income and build something for the future. But there are some important distinctions between the genders and, as with other demographics, these emerge when prospects are asked to define these concepts, and rank their importance as motivating factors.

The biggest fault line occurs along family: once a woman has children, regardless of her age, you can safely assume that her priorities in life will shift dramatically. For the sake of this report, we are assuming that Gen Y women—women under 30—do not yet have children or that family does not pose as strong an influence or daily concern. Nevertheless, there are still some areas where Gen Y women diverge from Gen Y men, and these should be accounted for in your communication with them.

### **What They Share**

All Gen Y prospects share an uncertain future, and are far more likely to approach Amway with less experience in the workforce and fewer management skills: more than 60% of Gen Y prospects don't have full-time jobs, and 94% have NO business ownership experience. More than 80% of Gen Y men and woman we surveyed said they would change jobs tomorrow if they could, and are actively seeking new ways to make money over the next few years. Additionally both genders polled almost equally in terms of wanting to work from home (88%), looking for a part-time job (75%) and relative openness to a company that does Direct Sales (46%). Not surprisingly, (considering their age) Gen Y men and women also share a shorter-term window when it comes to accomplishing their goals, with both genders falling at exactly 50% when offered the option of getting wealthy by working very hard for two years as opposed to building a business by working steadily for ten.

## How They Differ

Gen Y men and women split when it comes to defining higher order benefits and the priority those benefits assume in their future schematic. There is also a significant difference in which Amway products and partners they relate to, and in what motivates them to perform and accomplish their goals.

**Overall, Gen Y Men are your “Sweet Spot”:** they tend to identify more with Amway as a place where they could find lasting security, independence and fulfillment, especially in terms of their desire to one day run their own business. While, at first, both Gen Y men and woman approach Amway with a desire to make money (89% for men, 82% for women), going forward a gap emerges along longer-term goals like “finding a new source of income” or “starting your own business.” When polled, 70% of Gen Y men said they would start their own business tomorrow if they had the money, and a far greater percentage of Gen Y men than woman said they would like to own their own business in the next two years.

*Insert chart from Slide 81*

Gen Y women, on the other hand, are drawn to Amway in the short-term as an opportunity to earn more income, but then don’t necessarily define business ownership as a long-term goal. Ultimately, like older female prospects, **Gen Y women value more than anything CONTROL**—72% of them named “Ability to control life and time” as the most appealing aspect to running their own business. But, unlike their older counterparts (or, rather, their counterparts with children, who are more likely to choose family as influencer) Gen Y women are driven by having a “Job that makes you HAPPY”, “FLEXIBILITY”, “Deciding WHO you work with and WHAT you do.” This doesn’t mean that Gen Y women utterly reject business ownership as an option for them. **It’s just that ownership itself is not the goal, instead they desire the lifestyle benefits that they perceive as stemming from that ownership.**

*Insert Slide 82*

## How to talk to the differences

While the communications commandments outlined in the previous chapter should guide your general script when talking to Gen Y prospects, being aware of the gender distinctions should help tweak your message even further. **A good rule of thumb when approaching this group of prospects is to expect that Gen Y men and women share the WHO and the HOW, but don’t necessarily match up along the WHAT and the WHY.** Both genders like the idea that Amway is a company that, with hard work and disciplined effort, will allow them to earn extra income, control their own schedule and potentially work from home. But each gender has its own ideas about the products they would be psyched to sell, and the reasons Amway is the right choice for them, and here is where your messaging should begin to diverge.

## Explaining Direct Sales

There's no getting around the fact that Direct Sales is a large aspect of Amway's business, but this is not necessarily a deterrent for Gen Y. Men in particular seem more enthused—49% off the bat say they would consider a job in direct sales, and 63% indicated they would consider becoming an Amway IBO before they were even presented with the opportunity.

In contrast, the notion of Direct Sales doesn't seem to excite Gen Y women quite as much, though neither does it seem to completely turn them off: 43% said they would consider it, not too far off from Gen Y men. Even more interesting is the fact that, while 68% of Gen Y women had never even heard of Amway, when presented with other companies that have been successful in direct sales, women had far more favorable impressions of those brands—most notably Avon (74%) and Mary Kay (64%)—than men. This indicates that, **while you may have to work a little harder to define Amway for women, the model is still something that they get, and that they like—and that is half the battle.**

## Talking about the Products

Generation Y is extremely brand conscious, and display a high degree of loyalty to their favorite labels and products—even more so than they may display to a job, boss or other business relationship. They also want to be passionate about what they do and what they sell, so if they fall in love Amway's products, they will more eagerly go out and spread the word.

Obviously, Gen Y Men and Women respond to different product categories: **Gen Y men love XS Energy Drink, followed closely Nutrilite supplements, while with Gen Y women no other Amway product line even comes close to Artistry beauty.** But there is also a significant gap when it comes to promoting Amway's partners, with Gen Y men favoring Best Buy by 73%, and Gen Y women preferring brands like Disney (65%) and Barnes&Noble (59%).

*Insert Mash up of Slides 91 and 97?*

## Pushing the Guarantee

Amway's Guarantee is one of its greatest selling points, for both prospects and its products: If you are not satisfied after six months, your money will be returned to you in full. Especially at the beginning, this imparts to Gen Y IBOs a sense that **Amway HAS THEIR BACK**: they will be given ample time to build their business, and the quality of what they are selling is more or less assured.

But the Guarantee represents different things to different people, and this also holds true for Gen Y. **Gen Y women are more likely than their older, more family-oriented counterparts to want to start their own business, but they are still, as a group, more risk averse than Gen Y men.** The Guarantee, to them, represents a core SECURITY that is built into the business, and protects them from losing the control they hold so dear. In the same vein,

the qualities that represent Amway’s LONGEVITY and CREDIBILITY—like its 50 + year history and accreditation with the Better Business Bureau—also tend to resonate more strongly with Gen Y woman than with Gen Y men.

**Gen Y men, in contrast, see the Guarantee as something that instills CONFIDENCE and STRENGTH and that allows them to speak with more AUTHORITY.** Along with this Gen Y men are more turned on by facts like Amway has over \$9 billion in annual sales and is one of the largest companies in the United States—other qualities that feed their sense of authority and success.

### **Envisioning the Future**

Earlier we mentioned two analogies that speak to Gen Y men and women: going to the gym vs. doing yoga, and these speak directly to the differences between what motivates each gender, and what they prioritize. Each analogy hinges on the assumption that, if you don’t put in the effort, you will not get results—but each practice also yields entirely different results. **Men go to the gym to gain STRENGTH, women do yoga to gain FLEXIBILITY,** and these two qualities alone best exemplify the core differences between Gen Y men and women.

These differences also infuse the following Words that Work, which we recommend you apply when recruiting Gen Y prospects. Remember:

- Gen Y men want to BUILD, Gen Y women want to CREATE
- Gen Y men want MONEY, Gen Y women want HAPPINESS
- Gen Y men are turned on by POSSIBILITIES, Gen Y women are turned on by CONTROL

*Insert Slide 106*

<p style="text-align: center;"><b>FOR GEN Y MEN IT’S ABOUT THE MONEY!</b></p> <p style="text-align: center;"><b>WORDS THAT WORK</b></p> <p><b>How much do you make for how much effort?</b></p> <p><b>If you put in 5 to 10 hours a week and you want to put it in diligently... You’ll probably end up making a few hundred bucks a month.</b></p> <p><b>Help 12 of your friends do the same thing, you’ll make a couple thousand dollars a month.</b></p> <p><b>The range is dependent upon you. That’s the powerful impact of Amway.</b></p>
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These words are effective because—just like the Gym Analogy—they tie the amount of money one makes directly to the amount of effort one puts in. You are not trying to sell Gen Y men on a bill of goods: you are setting them up for success with **REALISTIC EXPECTATIONS** and **GRADUAL PROGRESSION**. You put in the work, you allow your business time to grow, and the possibilities for what you can earn with Amway are **UNLIMITED**.

*Insert Slide 109*

<p style="text-align: center;"><b>WOMEN WANT TO BE HAPPY!</b></p> <p style="text-align: center;"><b>WORDS THAT WORK</b></p> <p><b>When I was in the furniture business I made a lot of money but I had no time.</b></p> <p><b>I wanted to create an income that I would one day be able to enjoy my life because money alone doesn't make me happy.</b></p> <p><b>So when I looked at the Amway business, it was logical. It made sense to me.</b></p>
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These words are effective because they speak to the fact that Gen Y women are searching for something beyond money: they want to be **SATISFIED** in their work and **HAPPY** in their life. Amway is a model that makes sense to women, because you can manage your schedule and evolve your business at a steady pace, with very little risk. It is a **LOGICAL** choice, and this is important for women of all ages.

<b>Words That Work for Gen Y</b>	
<b>Gen Y MEN</b>	<b>Gen Y Women</b>
<b>You're in Control</b>	<b>You're in control of life and time</b>
<b>Financial Security</b>	<b>Financial Security</b>
<b>Highest Quality</b>	<b>Your choice</b>
<b>Award-winning world-class Products</b>	<b>Flexibility</b>
<b>Work for yourself</b>	<b>High quality cosmetics</b>
<b>Building a life</b>	<b>Freedom</b>
<b>\$39 billion in bonuses</b>	<b>Striking the right Balance</b>
<b>More money</b>	<b>Work for yourself</b>
<b>Commitment</b>	<b>100% money-back guarantee</b>
<b>Unlimited potential</b>	<b>Low risk</b>
<b>Change</b>	<b>Accomplish what you want</b>
<b>Consistent</b>	<b>Extra Income</b>
<b>Dependent upon you</b>	<b>Artistry</b>
<b>Stop complaining</b>	<b>At your own pace</b>
<b>Owe it to yourself</b>	<b>Set your own schedule</b>
<b>Hard work</b>	<b>Enjoy yourself</b>
<b>Personal Responsibility</b>	<b>Spend time how you see fit</b>
<b>Secure</b>	<b>Happy</b>
<b>XS Energy Drink</b>	<b>Create</b>

**RECRUITING GEN Y MEN  
WORDS THAT WORK**

1. Amway is the CHANGE you've been looking for
2. Amway offers FINANCIAL SECURITY
3. Amway helps you BUILD A BETTER FUTURE
4. Lead with XS ENERGY Drinks
5. Promote partnership with BEST BUY

**RECRUITING GEN Y WOMEN  
WORDS THAT WORK**

1. Amway can help you CREATE A BETTER FUTURE
2. Amway can offer you FULL CONTROL
3. Amway can give you a job that makes you HAPPY
4. Lead with ARTISTRY
5. Promote partnership with BARNES & NOBLE and DISNEY
6. Full SECURITY backed by the 100% Money Back Guarantee



## CHAPTER 4: SEALING THE DEAL — OPPORTUNITY FOR AMWAY

As all smart businesspeople know, there is no magic formula for success, and a huge difference exists between wanting something and actually doing it. Dreams and desires come to nothing without drive, effort and disciplined action. Enthusiastic entrepreneurs often fail at exactly this nexus point, simply because they don't possess the proper tools or support to realize their goals and deliver concrete results.

Generation Y is at a slightly different nexus point, in the sense that these **young prospects don't necessarily have a problem with the doing, where they get tripped up is the sustaining: they are not afraid to jump in, but also less likely to stay the course.** Gen Yers are at an age where they can still perceive a number of different paths, so don't really think twice about dropping what they are doing now for the sake of something else that comes along that seems like a "better option." Until, of course, it's not.

This is where Amway can step in and make a significant impact by offering Gen Y prospects a future that is entirely UP TO THEM. Maybe they are still on the fence about what they really want to be when they grow up, but the beauty of being an IBO is that their future is still in THEIR HANDS and can allow them the space to build a life filled with NO REGRETS. There is nothing wrong with exploring options, but that can take money, and time, and with Amway Gen Yers can set up their lives so that they will have both. **The model, of course, requires work, but it's not a type of work that will come at the expense of their other dreams: they can follow their bliss and also find security, at exactly the same time.**

### Call to Action

The recent recession for Gen Y in particular has served somewhat as a call to action, in the sense that they are building their careers and becoming adults at a time when job security is almost non-existent. One of the reason Gen Yers are less likely to develop loyalty to a job is because not many expect that their job will still be there in three years. But three years is plenty of time to develop a thriving business as an IBO—with one of the few companies that is actually growing, around the world.

Three years is a reasonable window for Gen Y prospects. Longer-term life goals like family or home remodeling or business ownership belong to a future they can't quite yet see, and three years is a tangible time frame they can understand and easily commit to. It's similar, in a sense, to the four years they chose to spend at college—a time that, for most Gen Yers, marks the longest commitment in their lives to date. But, unlike college, Amway is pretty straightforward. It's hard work, sure, but there are no complicated theories or equations involved, and IBOs are not graded on a curve. The best way to rally Gen Y to your side is to simply explain the opportunity, then give it to them straight: If they want to move forward, they must **Stop Complaining, Stop Fussing, and Get Out and Do.**

## **Everyone's a Start-up**

Gen Y prospects already understand more than most that their future security is in their own hands. They get that the quality of life their parents and grandparents enjoyed is no longer a given in this country, and they owe it to themselves now to jump on opportunities that will allow them to build a foundation and let their lives take root. It's no coincidence that this generation has eagerly embraced the entrepreneur as their cultural icon. From Mark Zuckerberg to the Google guys to Steve Jobs—these are heroes who forged their own path, built something new, and changed the world.

Not everyone, of course, can build another Apple or Facebook, but Generation Y does tend to believe more than most that they have the capacity to build something of their very own. In fact, having your very own start-up has become a bit of a generational imperative and, if anything, Gen Yers feel they owe it to themselves to try. **And herein lies an incredibly strong messaging opportunity for Amway: As an IBO, they will do more than try. They will actually go out and ACHIEVE.**

### **WORDS THAT WORK**

**For 10 years I made an income and every year I got a little bit of a raise -- 2%, or maybe 4%. Over the last couple years I had to wonder whether or not the job was even going to be there.**

**You owe it to yourself to ask questions. You owe it to yourself not to look back and say "Why didn't I spend an hour inquiring?" You owe it to yourself not to accept the way that things are.**

**Don't complain. Do.**

## **Be the Boss of You**

Another strong messaging opportunity that stems from this mentality centers around Gen Y's proclivity towards a flat hierarchy. This doesn't mean that Gen Y is anti-authoritarian, but it does mean that the authority they tend to respect the most is their own or, at the very least, that their authority matters as much as that of any boss or other external regime. Gen Yers also prioritize their personal time, and don't appreciate having their schedule, activities and level of earnings dictated by others: they know what they want, they know what's best, so they should be the ones to call the shots.

Here the best approach is to emphasize Amway's capacity to provide them with options, and control. You want to determine your own schedule? Being an IBO is not like a 9 to 5, you work

when and how much you want. You want to make more money? You simply put in more time, the amount you earn is not capped. You want the flexibility to pursue your interest in photography or finish developing that app? Amway is set up to help accommodate whatever it is that will round out your life. **Amway may not help you grab the corner office, but it will help you gain the upper hand and, ultimately, CONTROL—over your life, your time, and your entire future.**

#### WORDS THAT WORK

**What's exciting about Amway is that I have options. I can make as much money as I want to make and that fires me up. I don't have a boss, and I really like that. And I can control the amount of money I make by what I do.**

**And thanks to Amway, I also now have the time to pursue my other interests, to travel and spend more time hanging out with my friends.**

#### Masters of their Domain

Finally, one of the biggest messaging opportunities with Gen Y can be found online. Gen Y didn't invent the Internet, but they certainly made it their own, and understand it better than anyone else over the age of 20: they grew up watching You Tube, were on Facebook way before their parents, and have mastered the art of communicating in 40 characters or less. This is a HUGE opportunity for Amway to not only use the internet to connect with Gen Y prospects, but to also sell the model as something they can do online. **The Internet is the one single area where a Gen Y IBO, in all likelihood, would have more expertise than anyone else in the Amway community, and this also should give them a sense of ownership and authority. It is their generational advantage, and it should be played to from every possible angle.**

#### WORDS THAT WORK

**I saw a business that I could build on the internet – where I could distribute award winning, high quality products to my friends, family, and other people.**

**And I could do it within the social network that all of us know how to use – Facebook, Twitter, Pinterest, YouTube.**

**My parents don't get it but I do. It's really very simple.**

## CHAPTER 5: ANSWERING THE TOUGH QUESTIONS

Generation Y is savvy, especially when it comes to consuming information. They tend to be college educated, constantly plugged in, and have never known a world where Google was not a verb. In fact, for most Gen Y prospects, Googling is as important a part of their daily routine as reading the newspaper or checking their email: GenYers, on average, use Google or other search engines at least 5 times a day. While this can make your job somewhat easier—it always helps to talk to a group that comes prepared—it also means that Gen Y prospects are more likely to have already encountered misinformation about Amway, or to show up to a presentation with preconceived notions about the company and its model. (And even if they don't, the likelihood they will then go home and Google Amway post-presentation is practically assured).

With this in mind, definitely do not shy away from tackling the tough questions upfront. Remember, Generation Y respects REAL, and they are sophisticated enough to know when they are being talked down to. They also want to feel included, and that they are being heard. So, when presenting to them, respond directly to their concerns by continuing to emphasize that, as in all things, **Amway can be exactly what you want it to be, exactly what you make it.** The best answers to all questions are those that incorporate notions of POSITIVITY, ACTION, and DIY secured by Amway's willingness to back up your business with networking support, financial incentives, and money-back guarantees. **You put in the Effort, Amway provides the Security: All the ingredients are in place for a Win-Win.**

Following are suggested answers to common questions about Amway, tweaked slightly for a Gen Y audience. The answers employ the various buzzwords and concepts discussed throughout this handbook – the different words and phrases that elicit best responses from younger prospects – but all answers have been tested with live focus groups and have been shown to instill confidence and reassure skeptical prospects that **Amway is NOT a scam: it is an established company that offers IBOs the measures and the means to achieve freedom, flexibility, financial security, happiness and control of their life and their time, now and into the future.**

### 1.) WHAT KIND OF BUSINESS IS AMWAY?

#### Words that Work

**Amway can be whatever you make it. For some people it is a way to access the quality, exclusive Amway products which they can't get anywhere else. For others, they see it as a way to make a few hundred extra dollars a month to help with specific needs they may have for themselves and their families. And still others have used it to start their own business, achieve financial independence, and gain the freedom to spend time how they see fit instead of working for someone else.**

Amway can be many things: a purveyor of **EXCLUSIVE** products, a **SUPPLEMENT** to your monthly income, a conduit to **FREEDOM** and **FINANCIAL INDEPENDENCE**. The crucial point here is to remind Gen Yers that Amway is a business they can run **THEIR WAY**.

Remember, many Gen Yers will approach you either never having heard of Amway—more than two-thirds of Gen Y women especially are unfamiliar with the company—or with a favorability that leans towards other direct selling brands they are more familiar with, like Avon. Gen Y men are more excited about the notion of **DIRECT SALES** which is certainly an important component of being an IBO, while Gen Y women find the notions of **FLEXIBILITY** and **CONTROL** much more appealing. Either way, all these elements are inherent in Amway's business model, and the ones you favor will help determine the course of your activities and future earnings. **It doesn't matter in which direction you lean—aggressive networker or relationship nurturer—there is space for both with Amway, and how you chose to run your business is UP TO YOU.**

## 2.) IF AMWAY IS SO GREAT, WHY ARE YOU STILL WORKING? WHY AREN'T YOU MORE SUCCESSFUL?

### Words that Work

**Everyone comes into this business with their own goals. Some want a little extra money, others want to fully support their family into retirement and beyond. *I choose to build my business at a pace that allows me to have time to do the things I want.* It's not always easy but it's always worthwhile.**

Again, this response speaks to the notion that Amway is **WHATEVER YOU WANT IT TO BE**. Everyone defines success differently, and many Gen Y prospects consider higher order benefits like **HAPPINESS, INDEPENDENCE** and **FLEXIBILITY** as cornerstones to a successful life and career. If your work can give you all these things—and more—then why would you want to stop? And why would you turn your back on a company that allows you the **CONTROL** to fashion your future the way you see fit? **At some point, everyone has to commit, but choosing a company like Amway means that commitment will not come at the expense of your own PERSONAL GOALS.**

## 3.) ISN'T AMWAY A PYRAMID SCHEME?

### Words that Work

**Everyone in Amway is paid on the *same bonus structure*, which is based on how much you sell. *If you do the work, you make the money. If you don't do the work, you don't make the money.***

The best way to answer this question is to first ask prospects how they actually define a Pyramid scheme. More than likely, they will respond by saying that it is a scam, an unfounded business arrangement based on a “get-rich quick” mentality. That notion by no means conforms to the reality of what Amway does, and how it does business.

Amway's founding principles – the principles that remain in play today – are based on the notions of **PERSONAL RESPONSIBILITY, EFFORT** and **COMMITMENT**. Yes, Amway expects an investment, but in terms of time, energy and hard work – NOT in terms of money or any other sort of financial outlay. **There is no magically fast turnover with Amway, nor is there an easy or unearned pay out: Those who work hard, and who work smart, will do well.**

#### 4.) IF AMWAY IS SO GREAT, WHY DO SOME BUSINESS OWNERS FAIL?

##### Words that Work

**Some people don't succeed with Amway for the same reason that *people don't get into shape just because they buy a gym membership*. Showing up consistently and working hard are what get you in good shape. Being a business owner doesn't make you money. It gives you the ability to make money. What makes you money is *showing up every day, working consistently, and working hard*.**

Gen Y prospects are savvy enough to know that attitude and hard work are what often determines the victors and their spoils. Amway can guarantee the quality of its products and the worthiness of its method, but it cannot guarantee success. No one can, except the IBOs themselves – if they are willing to listen, learn, work hard, and maintain the discipline necessary to achieve in the long term. The **GYM ANALOGY** certainly applies here, especially for men, but Gen Y men and women both share a strong sense of industry, and understand that **NO WORK=NO REWARD**

For this question in particular, why prospects want to succeed matters less than what they are willing to do to get there. **Anyone who has the right intent, who is willing to accept the tools that Amway is offering to help them get started, and who is ready to put in a good faith effort is an excellent candidate for achieving success via Amway.**

## 5.) HOW DO YOU EXPLAIN ALL THE NEGATIVE STORIES ABOUT AMWAY ON THE INTERNET?

### Words that Work

**Sometimes people have been dissatisfied. But Amway is so confident in its business and products, that they provide a *Satisfaction Guarantee*. If you're not satisfied, *you can get your money back*. Try the products and decide for yourself.**

As already mentioned, Gen Yers are active Googlers, and easily subject to a number of conflicting stories and misleading information about Amway and its model. Here though, you have an advantage in the sense that young prospects are open, and just as likely (if not more so) to be swayed by the positive stories you tell: they get that haters run rampant on the Internet, and that not everything you read is necessarily true. In a technology-driven society like ours, with information at almost everyone's fingertips, it is impossible to avoid negativity—you can even find negative stuff about saints like Mother Theresa or Tim Tebow—and a simple search would also reveal that there is far more good stuff out there about Amway, along with plenty of customers and vendors who are willing to vouch for the validity of the company, its services and products.

The best answer here is to point, again, to Amway's extremely generous **GUARANTEE**. Try our products yourself, for a fair period of time. If you are not happy we will refund your money, 100%. **If Amway had as many unsatisfied customers as Internet negativity would suggest, the company wouldn't still be in business.** This point is extremely important for Gen Y prospects, who face an uncertain economic future, and want to feel confident about the business model that Amway is presenting. **Nothing signals confidence better than satisfied customers, enjoying quality products, backed by a reasonable guarantee.**

## 6.) HOW MUCH TIME DOES AMWAY TAKE?

### Words that Work

***You decide.** You decide how much time you to put into your Amway business. Of course, *the more you put into it, the more you get out of it.* That's one of the best things about this business – *you're in control.* Maybe you spend a few hours a week on the business, maybe you work it full time – you choose.*

The best answer to this question emphasizes the concept of **CONTROL**: Amway allows IBOs to choose their own hours, and to manage their own time. There is no hard and fast schedule, and no rule that says IBOs need to operate within the restriction of a workweek dictated by 9 to 5. This will be especially appealing to Gen Y prospects, who tend to resent having to answer to a boss or other authority structure, and desire control over their **OWN SCHEDULES** so they'll have the space to also pursue their **OWN INTERESTS** and do those things—travel, take a cooking class, train for a triathlon—that will **MAKE THEM HAPPY**.

Of course it is still important to emphasize that the **AMOUNT** of time you invest will likely be directly proportionate to your level of success. But there is nothing in place that says IBOs must work a set period of time in order to stay in the game. **YOU DECIDE** what your goals are, and how much time you can dedicate to achieving those goals. Whether you work just a few or a full 40 hours a week, Amway will help you work within a schedule **DEFINED BY YOU**.

## 7.) WHY DOES IT APPEAR THAT AMWAY PRODUCTS ARE SO EXPENSIVE?

### Words that Work

**Amway offers customers *true value* and Amway backs that up with a *180-day money-back guarantee* on products, so you know what they sell must be the *highest quality* and *worth the money* to offer a *no-questions guarantee*\***

**\* Exclusions apply; for complete details visit [Amway.com](http://Amway.com)**

The right answer to this question emphasizes **QUALITY, VALUE** and (at times) **EXCLUSIVITY** over price. The idea is to differentiate Amway from competitors who may sell similar products for less, but who do not operate with the same level of **CARE, ATTENTION** or **GUARANTEE** that Amway offers. Sure, there are plenty of Internet discounters who offer name brands at reduced prices, but none are willing to back their products with a totally **FAIR** 100% money back guarantee, and none can point to scores of satisfied customers who keep returning for the **PRODUCTS THEY LOVE** and the **PERSONALIZED SERVICE** Amway IBOs provide.

Generation Y in particular also grew up with a strong affiliation for high-end brands, and understand that the difference between a knock-off and the real deal. **Internet retailers and other vendors may have made certain luxury items affordable, but one must still pay more for AUTHENTICITY.**

## 8.) IF AMWAY PRODUCTS ARE SO GREAT HOW COME I'VE NEVER HEARD OF THEM?

### Words that Work

**Amway products are sold exclusively through independent business owners. *Instead of spending money on advertising, Amway spends that money on bonuses for their independent business owners***

**EXCLUSIVITY** is the key buzzword here. Many prospects are already jaded by advertising and are savvy enough to recognize a false claim. Amway does NOT spend money on advertising. Instead, Amway **INVESTS IN NETWORK TRAINING** and **SUPPORT**, and spends its money on generous **BONUSES** for its IBOs.

With Gen Y prospects, you can also emphasize that, although Amway's brands may not be mainstream, the products themselves are **CREDIBLE, ADD VALUE** to your life and routine, and **INSPIRE LOYALTY**. **Amway would not have been able to build such a successful business if its customers did not choose to keep buying**, and today Amway stays ahead of the curve by offering new product categories that are **HEALTHY, ALL NATURAL** and **SAFE FOR THE ENVIRONMENT**.

## 9.) HOW MUCH DO AMWAY IBOs EARN?

### Words that Work

**You can do this business to supplement your current earnings, or make it your primary source of income. Compensation and bonuses are *based on your performance*, and you can even *earn more than your sponsor*. With Amway, *your earning potential is unlimited*.**

As with questions related to time spent, responses to questions about money earned are best framed in the notion of **CONTROL**. In this particular case, emphasize to prospects that, again, it's not necessarily about what they will start to earn now with Amway, but about their **EARNING POTENTIAL**. And this is directly related to the time and effort they invest, and the results they turn in. **For Gen Y prospects, the money they earn now can serve as extra income to enhance their life, or could allow them to eventually leave their day job and front their own business: with the right combination of will, work and reliable performance, earning potential with Amway is entirely UP TO THEM.**

## 10.) DO I HAVE TO SELL PRODUCTS?

### Words that Work

**Amway teaches you very easy ways to sell what you have to offer. The first step is to *try the products yourself* so that you can *speak with integrity* about them and use personal stories. People don't want to hear loads of information about the products, they just want to know that *you use them and have been satisfied by the results*. That's the most powerful endorsement you can give.**

Many prospects are fearful of selling because they feel they will be required to hedge, fudge or overpromise. None of that is necessary with Amway because, quite simply, the **products speak for themselves**. Once again, point here to the notions of **QUALITY** and **INTEGRITY**. There is no need to traffic in too much information or employ aggressive sales speak, when Amway can rely on simple stories and trusted testimonials from satisfied customers everywhere.

## 11.) DO I HAVE TO RECRUIT NEW IBOS TO SELL AMWAY?

### Words that Work

**Recruiting new Independent Business Owners is *not required*. How you build your business is *up to you and depends on your goals*. However, many IBOs find it *personally and financially* rewarding to recruit other business owners. You are *rewarded with performance bonuses when people you recruit sell products*.**

The best response to this final question returns, full circle, to the DIY principle introduced at the very beginning: **AMWAY IS WHAT YOU MAKE IT. HOW YOU BUILD YOUR BUSINESS IS UP TO YOU**. As an IBO you can work 5 hours a week, or 50 hours a week. Your earnings can be a supplement to or can be your full livelihood. You can decide to just sell products, or you can decide to be a sponsor to recruit and train new IBOs. In all cases, whatever work you choose to do, and whatever goals you set up for yourself to achieve, you will be rewarded with performance-based bonuses that are directly related to the time, effort and work that you put in.

# APPENDIX

## REVIEW OF METHODOLOGY

In October/November 2011 Luntz Global and Global Strategy Group conducted intensive qualitative and quantitative research for Amway of Gen Y prospects, using the following research methodologies:

- 1.) Focus groups
- 2.) “live-dialed” open meetings for prospects held by Amway representatives (with follow-up “dial-in” focus groups afterwards);
- 3.) A national online survey

The live-dial sessions were held during live presentations to prospects, and separate focus groups were also asked to weigh in on videos of the presentations. Each session allowed us to gauge how prospects responded to specific language, and the dial devices were designed to record second-by-second which words most resonated with prospects, and which fell short. The results, in the end, present a comprehensive picture young prospects and their motivations, and provide a valuable script of the best language to use when going out to talk about Amway to the next generation of IBOs.