

# WORKING WITH GEN Y

## Who Are They?

Those born between 1982 and 2000 are generally considered to be Gen Y members. The current 20-somethings are the children of younger Boomers and older Gen Xers. The “boomerang” tag comes in part from their numbers. Boomer children were so called because of the sharp increase in births after World War II. Generation X saw a sharp decline.

**Generation Y is back up again, within ten million of Boomer’s numbers. The women that will grow with your business are placed in three age categories:**

- o 15 – 18 still in high school
- o 18 to 21 in college
- o 21 to 24 working at their first job

## Quick Facts and Figures

- Age 15-32 (est.)
- Approximately 42 million women
- Born between 1977-2001 (est.)
- Highly Educated & affluent
- On average, has \$20,000 in student loan debt
- 60% still live with their parents
- Ethnically diverse
- Incredibly tech savvy
- Addicted to social media - 42% visit a social network site several times a day
- Independent and individual
- Highly adaptable, confident and open to change
- Thinks like an entrepreneur

## Words that Work for them:

- Fun & Free
- Girls Night Out
- Lash Bash
- Beauty Bar
- Giveaways
- “If it’s free, it’s for me”
- Themed events (Little black dress, etc.)

Notice words that work and use them for marketing, but try not to sound like a 20 year old, because it can come off not genuine.

## Getting Started:

- Free is a good place to start
  - o free sampling
  - o cello bag with business card, sample and piece of candy
  - o “have you tried the new Mary Kay?”
  - o Then invite them to an exciting event (to be held soon)
  - o Text them right away to follow up
- Do ask them how they want to be contacted.
- They love to give their opinion so are great for test panels on new product
  - o Glamour opinion
  - o Trend items
  - o Limited edition
- AND THEN they fall in love with the skin care!

