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Your Largest Target

Aim at this BIG TARGET... it will be hard to miss!

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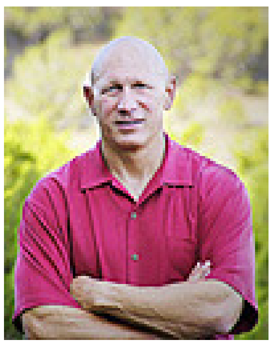

Hitting a VERY Big Target

Most Network Marketers agree that their biggest challenge is "finding new people". In search of customers and new distributors, it is very common for a Networker to quickly exhaust their list of friends and family and then find it frustrating as they attempt to approach new acquaintances and strangers to their business or product opportunity. It takes courage, it takes us out of our comfort zone quickly and it often feels like trying to find the proverbial needle in a haystack.

So here's the secret that you likely haven't heard: *there is a giant target market of new, eager leads just waiting for you*…as long as you know how to get their attention.

The target? You've heard of Baby Boomers, right? Have you stopped and pondered that this segment of our population aged 45 to 65 years old right now is marching through time with a steady, deliberate cadence… and is massive? Statistics show that this population surpasses 75 million people in the US – and someone in that enormous mass of humanity turns 50 every 7 seconds. This segment of the population is not just **part** of our economy – it **IS** the economy.

Think with me for a minute. Just what are the attributes about this huge group of – what I will argue – is the most target rich environment for network marketing? Well here's a dozen characteristics just for starters.

They:

Have more money than their younger or older population segments

Are in a time in their careers where they are more established and will typically have more control over how they use their time

Are much more active and healthy than their parents were at the same age, and in many cases more so than their own children

Are not terribly excited about society's typical definition of retirement – and many don't plan on retiring at all

Typically have children that are now either entering college or starting families themselves – often requiring additional or unexpected burdens on the cash reserves they have so carefully worked for

Know they are going to live longer and excited about that, but also know that living longer means needing money to last as long as *they* do…and they are not particularly excited about that

Were the hardest hit with the economic shifts that came with the New Economy – many finding themselves with a net worth of about half of what it was just 3 years ago

As a result of new, mounting financial needs, while also typically working very hard on a less than sufficient income, they are actively looking for income diversification, new businesses and new ways of generating much needed cash and cash flow

Are more tuned in to fitness, health practices, anti-aging solutions and lifestyle enhancements than any other age segment in our population

Have experienced more shifts in technology and innovation than any population in history – and as a result have trained themselves to adapt quickly to new ideas and ways of doing things

Have navigated a whirlwind of local and global shifts that has brought them to a much keener awareness of human needs both in their communities and around the world

Have adopted broader tastes in music, food, entertainment and lifestyle than any other population segment in history

And finally – odds are they are very easy for you to spot, because you are one of them! And if you're not one, your parents probably are

So to get to the bottom line here: if you are not hyper-targeting your networking approach to Baby Boomers, you are missing a very, very big target.

Boomers have more money, need more money, have more time, and are more open-minded than any other segment of the population. All you have to do is take a good look at the product or service that you are marketing and ask one simple question:

What do I have that Baby Boomers want?

Then… go out and talk to them about it. Look, this is amazingly simple and much easier than you think. Literally every conversation you have with anyone over the age of 45 can be steered toward a relate-able current event, lifestyle goal, or financial need. All you have to do is connect your opportunity, product or service to their topic of interest.

So aim at the big target. Be confident that you have something of value to talk about – and have fun because after all, you too want your money to last as long as you do!

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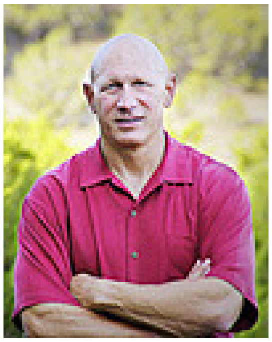

Steve Dailey is a speaker, author, advocate and coach for people 45 and older embracing the second half of life as the Better Half. Helping hundreds of small business owners for over 20 years achieve new levels of vision, confidence and success in their business goals has taught him that those most equipped to make a difference in the world around them are those that have endured the challenges and obstacles of life through their first 40-50 years. His battle cry challenges - "If not for the second half, what was the first half for?!" www.AchievementBridge.com