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Jan 24, 2015

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It seems that every time I turn around, there's a new article about the importance of Millennials and how to reach them. After all, these young and up-and-comers are significant to all of our futures. Much of the discussion seems to be about the best way to market and sell to them. I, myself, am part of the so called GenX group; as such, I've grown up with technology and have learned to embrace it, but perhaps not in quite the same ways -- or in the same quantities -- as the Millennials.

Selfies are Synonymous with

Millennials thrive on technology.

They live and breath it. And if you

want to reach them, you need to understand where they are and how they communicate.

Here are three very simple ways to capture their attention.

1. Use smart, brief copy. Too many words and you've lost them. This is not to say this isn't an intelligent bunch -- believe me, they are incredibly sharp. It's just they're used to communicating in text messages and tweets, so keep your messaging short and sweet, and not to terribly direct. Clever works. Humor does too.

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2. **Use images and graphics.** While we all respond to infographics, photos and pictures, they are crucial when speaking to Millennials. If you don't have a good image to accompany your message, don't bother.

3. **Be where they are.** This one isn't rocket science -- it's just common sense. Millennials use the internet and their mobile devices like most of us use food and air. Therefore if you want their attention -- and more importantly, their business -- you've got to be where they are. And don't think your Facebook page is going to do it. Ever heard of Instavid, Vine, Snapchat, Hyperlapse? Exactly. Your social media strategy should be innovative, broad-reaching, should encompass the newest and most popular venues, and most importantly, consistent. Find an audience and feed them valuable (i.e., value-added) content. Consider vlogging (video blogging). Check out Ello, Yik Yak and some of the other new social media platforms. Just do it...

Bonus tip: Be nice to them! Millennials haven't had the easiest path. They've had to pay more for college, coffee, living expenses and just about everything else -- plus, they've had to do it on a lot less. And although they may seem a little "disconnected" in one-on-one situations, they are genuinely good-hearted people. Millennials donate more of their time, money and energy than almost any other group. Furthermore, they recycle, walk more, drive less and care deeply about the causes and people in their lives. They deserve your time and attention.

While reaching Millennials may seem a little daunting at first, you'll find it's worth your efforts. So get out there and try something...heck, try anything -- just keep it cool, clever and consistent. You might actually find your marketing niche, and who knows? You could also make some wonderful, lifelong tech-embracing, nature-loving clients in the bargain.

Happy hunting!



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@Sandra Exactly!!!

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Jan 25, 2015

294,206

1,280

308



"You worked at the plant for almost 20 years," a former colleague said. "Is there anything you wish you could go back and do over?"

Looking back I don't really regret the strategic errors, or poor tactical decisions, or career missteps. I made plenty of those; I was the king of CLMs(Career Limiting Moves.) I certainly regretted those mistakes at the time... but today, nah, not really. At least I learned from most of them.

My real regrets are things I didn't say to people I worked with, employees who reported to me, and to at least one person I worked for. Those are the moments I'd like to have back because had I spoken I could have made a difference, however small, in some other peoples' lives. (Apologizing years later, which I have done, is nice -- but it doesn't have nearly the same impact.)

So don't look back with regret. Say these things now. And don't say you're too busy. They won't take long; for maximum impact they *shouldn't* take long. Like George, say what you need to say and then [go out on a high note](#).

I promise it will be time extremely well spent:

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"I'm sorry I didn't..."

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We've all screwed up, and there are things we need to apologize for: Words. Actions. Omissions. Failing to step up, or step in, or simply be supportive.

So say you're sorry. And don't follow up your apology with a disclaimer like, "But I was really upset..." or, "I thought you were..." or any statement that in any way places even the tiniest amount of blame back on the other person.

Say you're sorry, say why you're sorry, and take all the blame. No less, no more.

"That was great how you..."

No one receives enough praise. *No one.*

I failed to tell countless people how well they performed, how awesome they were...

Simply pick someone who [did something well and praise them](#). And feel free to go back in time. Saying, "I was just thinking about how you handled that project last year..." can make just as positive an impact today as it would have then. (Maybe a little more impact, because it shows that a year later you still remember what what they did.)

Also feel free to go outside your functional area: unexpected praise is a [gift that costs nothing but is priceless to the recipient](#).

"Can you help me...?"

One of my biggest regrets is not asking a fellow supervisor for help. I was given the lead on a project he really wanted to helm. To his credit he swallowed his pride (he was senior to me both in tenure and perceived status) and told me he would be happy to help in any way he could.

Even though I could tell he really wanted to help, I never asked: I decided to show people I could handle the project alone. I allowed my ego to be more important than his feelings.

[Asking someone for help implicitly recognizes their skills and value](#). Saying, "Can you help me?" is the same as saying, "You are great at *that*."

And there's a practical bonus: You actually get help.

"Can I help you...?" Then flip it around. In some organizations asking for help is seen as a sign of weakness. Many people naturally hesitate to ask. But everyone needs help.

Don't just say, "Is there anything I can help you with?" Most people will automatically say, "No, I'm all right." Be specific. Say, "I've got a few minutes... can I help you finish (that)?"

[Offer in a way that feels collaborative](#), not patronizing or gratuitous.

And then actually roll up your sleeves and help.

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"I'm sorry I let you down." I was assigned to lead a project in a different department. It was a project I definitely didn't want. So I let it slide. I let other people take up my slack while I focused on projects I was more interested in (and, to be honest, were higher profile.)

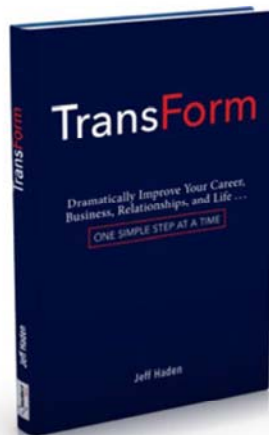
My manager had stuck his neck out to get me the project so I could get broader exposure but I, well, I didn't care. Eventually he said, "Everyone knows you're really busy, so they've decided to handle it themselves."

I felt bad, but I never said, "I know you went out on a limb to help me and boost my career, and I'm really sorry I let you down. I promise it will never happen again." That one statement would have chased a very large elephant from the room.

The biggest elephants are emotional elephants. [Make it up to you, not other people](#), to chase them away.

I also [write for Inc.com](#):

- [20 Things You Can Say to Instantly Improve Your Life](#)
- [10 Daily Habits of Exceptionally Happy People](#)
- [11 Body Language Tips That Will Increase Your Performance](#)
- [19 Things Remarkable People Think Every Day](#)



Check out my book of personal and professional advice, [TransForm: Dramatically Improve Your Career, Business, Relationships, and Life -- One Simple Step At a Time](#). ([PDF version here](#), [Kindle version here](#).)

Instead of going all hyperbolic, here's the deal: If after 10 minutes you don't find at least 5 things you can do to make your life better, I'll refund your money.

That way you have nothing to lose -- and everything to gain.



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