

A photograph of a desk set up on a wooden deck overlooking a body of water. The desk is light-colored and holds a laptop, a lamp with a grey shade, and a vase of blue hydrangeas. A black office chair is positioned in front of the desk. The background is a calm, blue body of water under a soft, overcast sky.

Using Gig Work to Advance Your Career and Make Ends Meet

Reanin McRoberts

April 2, 2018



FREELANCING IN AMERICA

2017

"Freelancing in America" is the most comprehensive study of the independent workforce. Commissioned by Freelancers Union and Upwork, and conducted by independent research firm Edelman Intelligence, this study analyzes the size of the growing freelance economy and provides insights into the major role freelancers play in the future of work. In fact, based on this year's findings it is predicted that the majority of the U.S. workforce will be freelancers within a decade (by 2027).



57.3M people freelance



The majority of workers will freelance by 2027



Millennials are leading the way

47%

of Millennial workers freelance, more than any other generation



Freelancers contribute an estimated

\$1.4 Trillion

annually in freelance earnings to our economy



More income sources are better

Freelancers think having diversified income is more secure than one employer (63% agree)

Freelancers average **4.5** clients per month



Tech is enabling freelancing

71%

of freelancers say the amount of work they obtained online increased over the past year



Don't call this the gig economy

What freelancers prefer calling this economy



Top drivers and barriers to freelancing

DRIVERS

- Freedom
- Flexibility
- Earning extra money

BARRIERS

- Income predictability
- Finding work
- Benefits

Freelancers are preparing for the future



55%

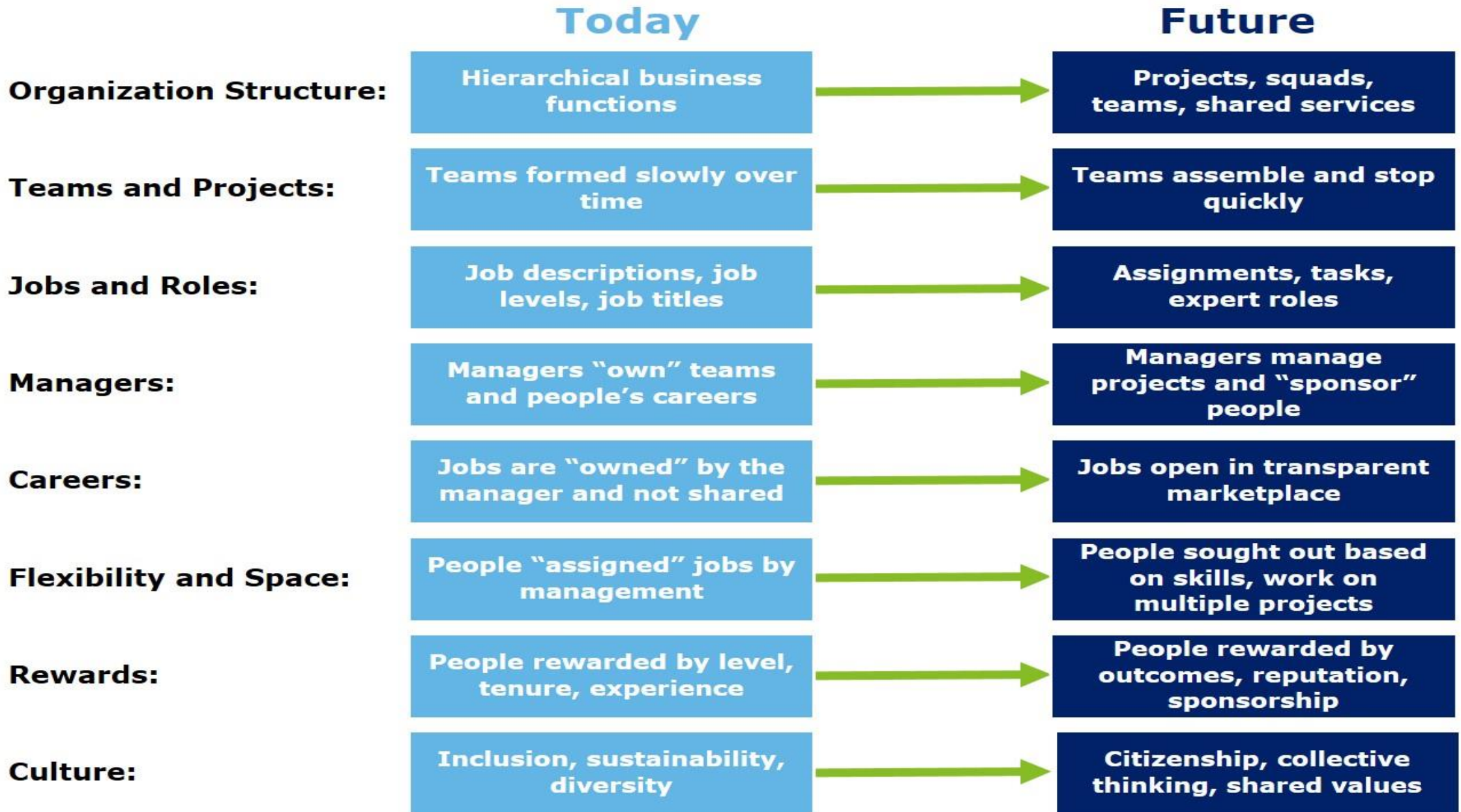
FREELANCERS

% who reskilled within the last 6 months

30%

OTHERS

Moving to the New Organization Model



Formal jobs are shifting to freelance

“And in the last 10 years, this is a shocking statistic, but in the last 10 years all net employment growth in the US has happened in the freelance economy.”

Leilah Janah, founder of Samaschool



Why Gig?

- Avoid gaps in resume
- Build on skills and training
- Cash for emergency expenses
- Flexibility to continue searching for full-time work
- Digital work is a stepping stone into new economy jobs



Diverse Opportunities



From routine to prestigious

I need help with data analysis of a small dataset using SPSS

Data Mining & Management

Posted 1 day ago

I am an assistant professor who has a dataset that I need assistance performing possible HLM or SEM analyses. I do not wish to spend time learning these analyses because I have multiple papers I am writing. I would like to hire a statistician who could perform analyses and write up results so that I may focus on other areas of my writing. Please apply if interested. I would include you as an author on the manuscript.

 Only freelancers located in the U.S. may apply. 

Project Type: Ongoing project

 **Less than 30 hrs/week**
Hourly

 **Less than 1 month**
Project Length

\$\$\$ Expert Level
I am willing to pay higher rates for the most experienced freelancers

Platforms



Meeting place



Set terms of
work



Make payments



Leave reviews

Register your business

- Usually not necessary if you use platforms
- Check licensing requirements
- Protect business name from use by others
- Protect individual assets
- Tax purposes
- If you're not sure check with a lawyer!



Profile

Picture

- Good lighting
- Simple background
- Professional dress

About

- Specific
- Concise
- What makes you stand out?

Skills

- Industry
- Experience
- Tools and technology

Pricing

Set hourly rate

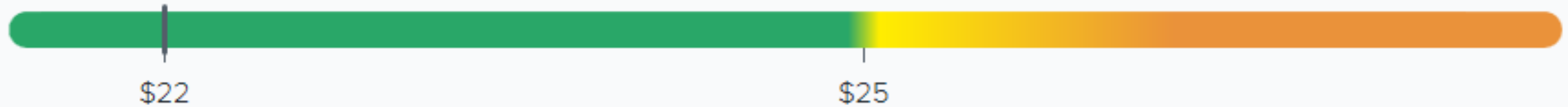
Tasks completed in category: **0**

\$.00 /hr

**Most Taskers with your experience
hired at:**
\$22/hr

Take-home rate:
\$15.40/hr

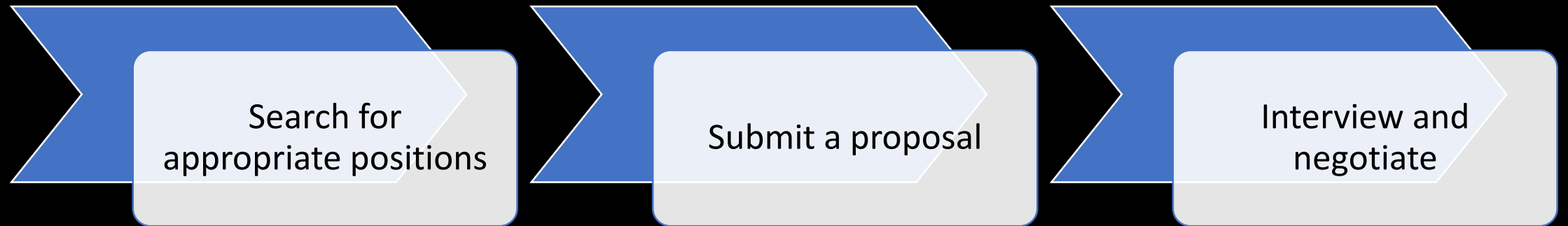
You're **very likely** to earn more at this rate! [See why.](#)



Qualifications

Subject	Top subjects	Approved	Qualifications	Active
Algebra 1	<input type="checkbox"/>			
Career Development	<input type="checkbox"/>			
Elementary Math	<input type="checkbox"/>			
GED	<input type="checkbox"/>	take test		
Grammar	<input type="checkbox"/>			
GRE	<input type="checkbox"/>	take test		

Finding work



Make sure you are a fit

Do you have the required skills?

Does it meet your compensation requirements?

Does the deadline work with your schedule?

Assess client quality

Quality client

Website, Customer & Admin Support

Hourly - Intermediate (\$\$) - Est. Time: More than 6 months, 10-30 hrs/week - Posted 19 hours ago

 Only freelancers located in the United States may apply.

REQUIRED SKILLS: • Extreme comfort with new and existing technologies • Lightening fast and accurate • Eager and quick to learn and explore new software and technology • Able to work independently on complex projects • Follow detailed instructions an ... [more](#)

Data Entry

Administrative Support

BigCommerce

Customer Service

Proposals: 5 to 10

Client:  Payment verified  \$20k+ spent  United States

Sketchy client

Are you a Capable Assistant?- Apply Now

Hourly - Intermediate (\$\$) - Est. Time: 3 to 6 months, 10-30 hrs/week - Posted 1 hour ago

 Only freelancers located in the United States may apply.

The job consists of online communication and assisting and also helping the business grow with your freelancing experience and skills..The post is close to that of a manager but you will be working under my authority. If interested please send your **resume**... Please only serious responses. College Students can also apply. [less](#)

Proposals: Less than 5

Client:  Payment unverified  \$0 spent  United States



Proposal Template

Hi there,

My name is [your name], and I specialize in [industry/skills] for [type of client].

I have [number] years of experience with [job description]. In addition, [include something that makes you stand out].

Please let me know if you have any questions. I look forward to speaking with you further.

If you are not getting responses

- Know your ideal client
- Find your specialty
- Continuously improve pitches
- Constantly update profile
- Send out lots of proposals

Persistence
almost always
trumps talent.

Daniel Pink

Interview Process

Mode

- Messaging
- Phone
- Video

Prepare

- Review job description
- Research

Assess

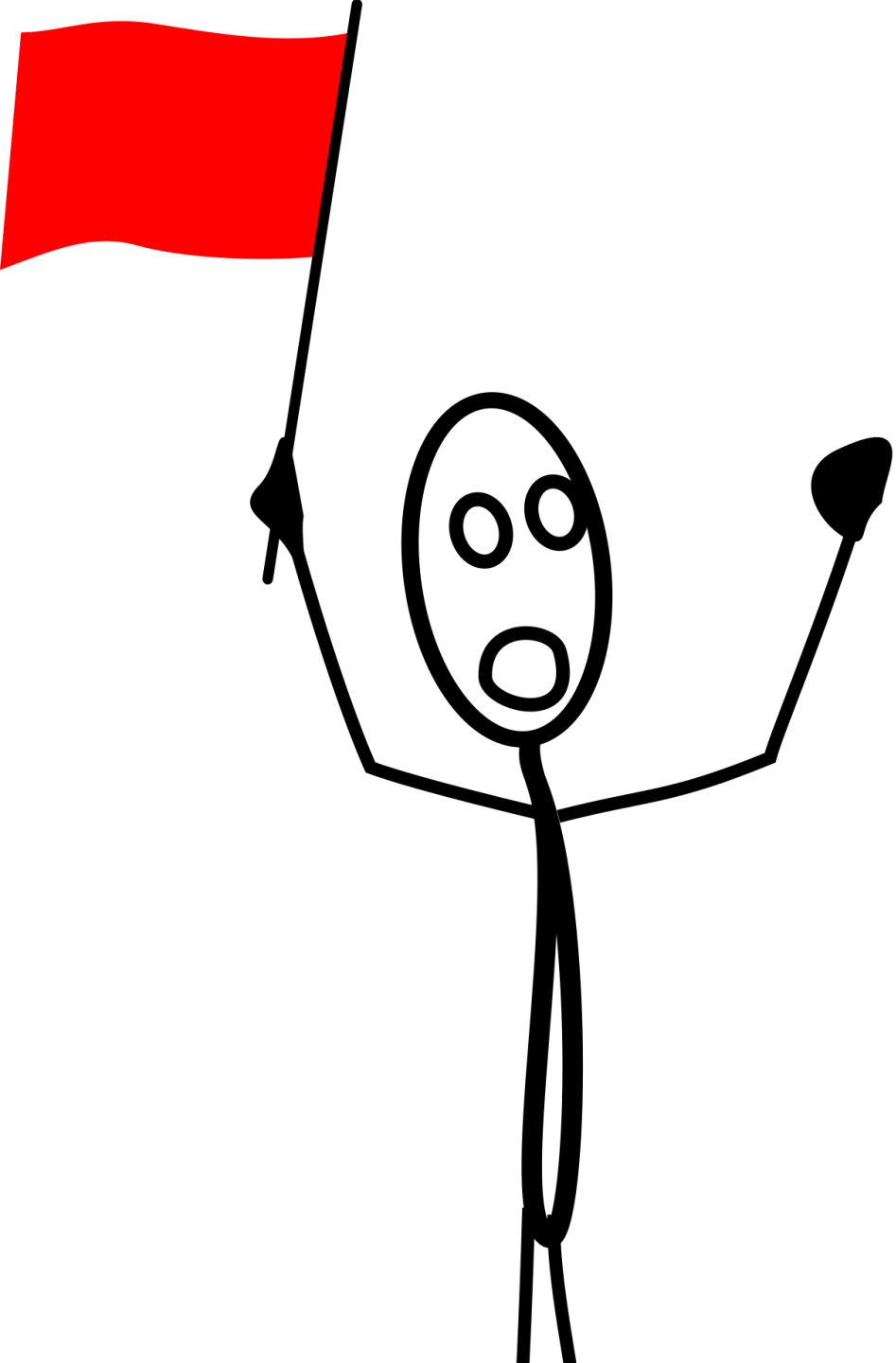
- Skills
- Price
- Time

Express

- Ask engaging questions
- Cite previous experience

Follow up

- Negotiate pricing
- Determine milestones and timing



Red flags

- Client asks you to take project off platform
- Client sends you links that require you to register on other websites
- Client requests free work
- Client asks you to cash check or money orders
- Client asks you to accept shipments and forward packages elsewhere
- Errors, inconsistency, repetition, impatience

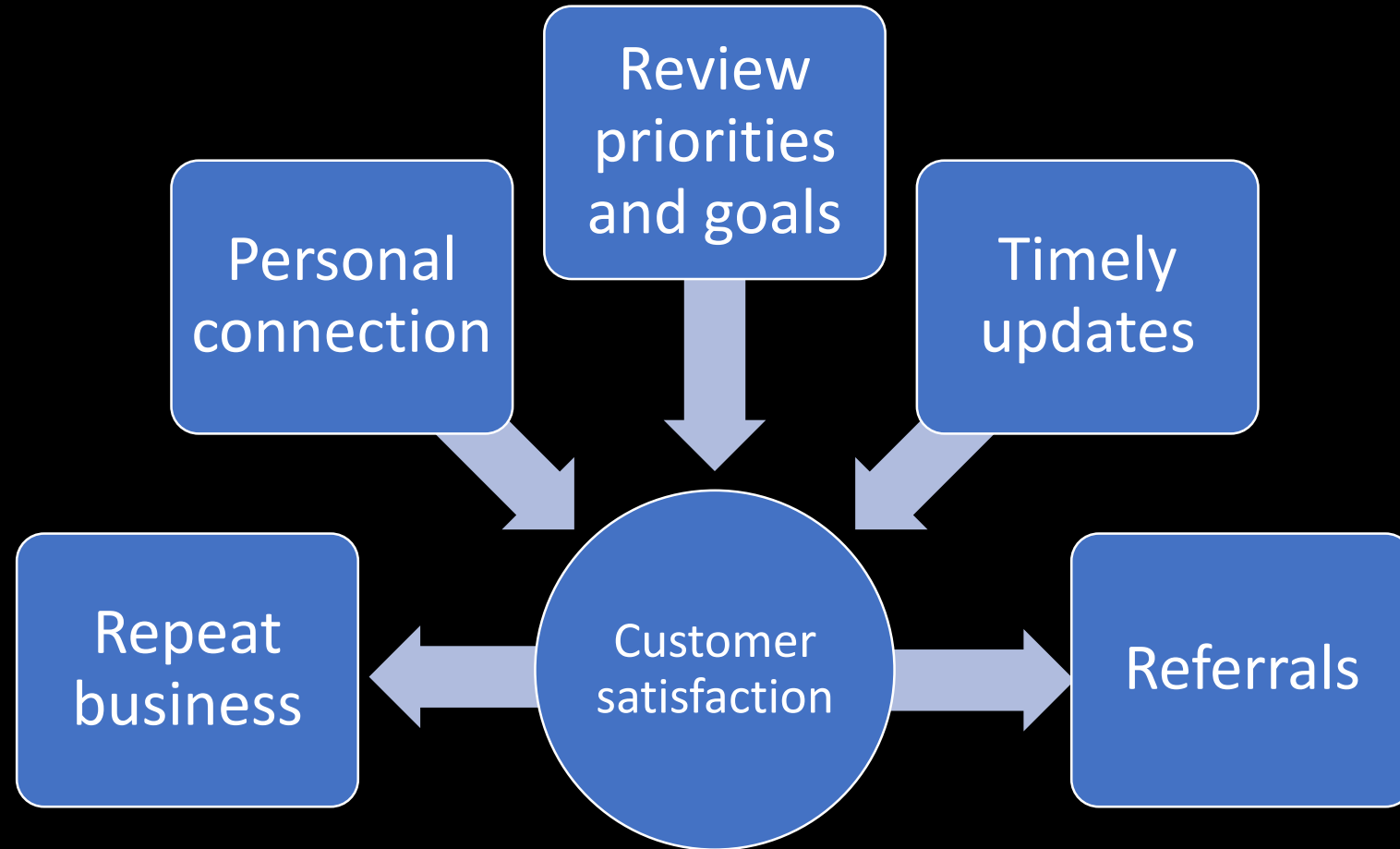
***If you are unsure, google them!

Contracts

- If using a platform the terms of service are the contract
- Scope of work – what is required, who is responsible, when expected
- Payment terms – include due dates
- Required materials
- Intellectual Property
- Worker status
- Termination



Customer Service



Time management



- Hourly work
 - If you realize it's taking longer, ask the client what the priority is
 - Would they rather have you complete part of the job for the agreed upon hours or extend the hours and total price
- For fixed rate projects, if it takes longer you make less per hour

Schedule and Prioritize

- Create a routine
- Be realistic and don't overload yourself
- Plan ahead and set aside blocks of time to work on projects
- Break projects into smaller pieces and create mini goals and timelines
- Prioritize tasks and make lists
- Use your calendar to set reminders
- Stay motivated!



This Photo by Unknown Author is licensed under [CC BY-NC-SA](https://creativecommons.org/licenses/by-nc-sa/4.0/)

Freelancer rights and responsibilities

You are entitled to

- Work where, when, and how you wish
- Contract with whoever you wish
- Subcontract to anyone you wish

You are not eligible for

- Social security
- Unemployment
- Minimum wage
- Overtime

Expenses

- Set aside 25-30%
- Save receipts
- Talk to a professional if you plan to make a significant amount
 - You may be responsible for self-employment tax as well as income tax
 - You may be required to pay quarterly estimated taxes



Physical Safety

- Be aware of your surroundings
- Trust your instincts
- In case of emergency, remove yourself from the situation and call the police
- Report inappropriate behavior, emergency incidents, or unreasonable or dangerous demands to customer service



Keep your career goal in mind

- Set goals and break down steps to get there
- Leverage experience to obtain the position you want
- Make money on a flexible schedule but don't give up your goals



Goals



Things to Consider

- Can you provide your own equipment?
- Can you manage your schedule?
- Can you handle unpredictable earnings?
- Can you work independently?
- Do you prefer flexibility?
- Do you have access to benefits?

High Level Corporate Expertise



Top 3% of
freelance
designers,
developers and
finance
professionals



Vetted
freelancers with
experience in
consulting,
marketing, and
corporate
development.



Business
expertise on
demand



Opportunities for
independent
workers at PwC.

Technology

The logo for Hackerone, featuring the word "Hackerone" in a stylized, lowercase, black font.

Hackers help
companies
discover
vulnerabilities

The logo for Spare5, featuring the word "Spare5" in a green, lowercase, sans-serif font.

Provide
human
insights about
audio, video,
or image files
in your spare
time

The logo for HelloTech, featuring a blue house icon with a person inside, followed by the text "HelloTech" in a blue, sans-serif font.

On demand
tech support

The logo for CrowdFlower, featuring a blue flower icon with a person inside, followed by the text "CrowdFlower" in a blue, sans-serif font.

Complete
microtasks to
support
machine
learning

The logo for HireMeDirect, featuring a magnifying glass icon with a person inside, followed by the text "HireMeDirect" in a red and black, sans-serif font.

Freelance
audio visual
crews

Professional Services

The logo for 99designs, featuring the text "99designs" in a bold, black, sans-serif font.

For designers
of websites,
logos, and
even tattoos

The logo for Upwork, featuring the word "Upwork" in a green, lowercase, sans-serif font.

Project based
work for all
sorts of
professionals

The logo for Fiverr, featuring the word "fiverr" in a bold, black, lowercase, sans-serif font with a registered trademark symbol.

Programming,
graphics,
writing
projects.

The logo for Freelancer, featuring a blue geometric icon resembling a stylized 'F' or a network node, followed by the word "freelancer" in a bold, black, lowercase, sans-serif font.

App and web
development,
graphic
design,
marketing and
more.

The logo for Hubstaff Talent, featuring a colorful gear icon followed by the text "Hubstaff Talent" in a black, sans-serif font.

Access
potential
clients with no
bidding or
fees

Other Professional Services



On demand
mechanics

Thumbtack

Marketplace
for local
professionals



Marketplace
for lawyers



Perform
fieldwork for
consumer
brands

Wonolo

Find
immediate
hourly work
in your
community

Virtual Assistants



Virtual assistants, bookkeepers, content writers, webmasters and more.



Tech-savvy virtual assistants.



Virtual assistants for entrepreneurs and small teams.



Virtual assistants for scheduling, calls, research, etc.

Education Services



Learning and
development
consultants



Tutoring
services



Develop and
sell online
courses



Teach on
your own
time



Create online
courses

Personal Care



Opportunities
for caregivers



On demand
beauty
services



On demand
massage
therapists (also
see Zeel,
Urban
Massage)



Dogwalkers
(also see
Rover)

Home Services



Perform household tasks such as cleaning, yard work, and furniture assembly



Lawn care and yard work



Housekeeping and handyman services

Logistics and Delivery

The logo for Schlep, featuring the word "schlep" in a bold, black, lowercase, sans-serif font.

On demand
logistics and
delivery for
events and
more

The logo for Bellhops, featuring the word "Bellhops" in a green, cursive script font.

Moving
services

The logo for Amazon FLEX, featuring the word "amazon" in black with the orange arrow logo below it, and "FLEX" in orange uppercase letters to the right.

Deliver
packages
for Amazon

The logo for Instacart, featuring a green leaf icon above the word "instacart" in a green, lowercase, sans-serif font.

Grocery
delivery and
personal
shopping
(also see
Doordash)

The logo for Roadie, featuring a teal circle with a white "R" inside, followed by the word "ROADIE" in bold, black, uppercase, sans-serif font.

Deliver
packages
for
individuals
and small
businesses

Generate cash from your hobbies

The Etsy logo is displayed in a white rounded rectangle. It features the word "Etsy" in a stylized, orange, serif font.

Sell crafts

The Poshmark logo is displayed in a white rounded rectangle. It features a dark red, stylized "P" icon followed by the word "POSHMARK" in a black, sans-serif font.

Sell clothing
or start a
boutique

The Feastly logo is displayed in a white rounded rectangle. It features a yellow, stylized leaf or flame icon followed by the word "FEASTLY" in a bold, yellow, sans-serif font.

Chefs host
dining
events

Resources

- <https://www.bls.gov/careeroutlook/2016/article/pdf/what-is-the-gig-economy.pdf>
- <http://nation1099.com/wp-content/uploads/2017/07/Gig-Economy-infographic-13-Stats-That-Explain-the-Gig-Economy.pdf>
- <https://www.upwork.com/press/2017/10/17/freelancing-in-america-2017/>
- http://www.nj.com/jobadvice/2017/10/3_steps_to_help_freelancers_av.html
- <http://www.nj.gov/njbusiness/starting/>
- <https://www.samaschool.org/tools>

Notes

- Slide 2: [Freelancing in America: 2017](#)
- Slide 3: [Bersin/Deloitte Consulting](#)
- Slide 4: [Leilah Janah, “How to Eradicate Poverty in Our Lifetime”](#)
- Slide 9: [NJ Business Portal](#)
- Slide 30: [Edelman Intelligence](#)



THANK
YOU

Reanin McRoberts

reaninmcroberts@gmail.com

<https://www.linkedin.com/in/reaninmcroberts/>