**Suceeding in the Gig Economy**

Thank you Alexa. Hey everybody, great to be back with my friends from SCORE . I want to start by thanking you for taking time out of your busy day to do, to work as we say, on your business and not just in your business. Really important. I also want to give a shout out to the two groups that make this webinar possible. First is our friends from SCORE, how great is SCORE giving us a platform like this, a free resource like this . If you need confidential counseling for your business, SCORE is the place to go . And the sponsor a today show, small business connection. A group

where great companies, Allstate, Microsoft, Office Depot SCORE , members of our group and it's a robust website, to help you succeed

in your small business. Thank you to both SCORE and SmallBusinessConnection.com , for making today's webinar possible . A little housekeeping , I want to make sure everyone turns off their cell phone so we don't disturb each other. Hard, hard, webinar humor. >> I have to say this is a topic near and dear to my heart. I am in some respects of gig lawyer . I left being a corporate lawyer, came to my senses, and started my own business. Much of our work we do could be gig work . I hire a lot to work with me.

It change my life in my business, and if you are here today, it is probably changed your life and your business or at least you want it to. So let's look at what we are going to talk about today .

Here is the overview. There is our gig worker. You like that.

You look like that, I do sometimes. Sometimes that is good and sometimes it is not. We will talk about the good news and the bad news of the Gig Economy, ups and downs, and where to find gigs . More on that come marketing yourself so you can have gigs come to you, how great would that be. How do you bid on a gig. Bidding on different contracts and things like that. How you do it. Avoiding the Gig Treadmill, and if you have been doing this you know what I am talking about, the Gig Treadmill. Not a fun treadmill to be on. Creating some Gig Security . I know that sounds oxymoronic . There are ways to live your life and your business in a more secure way. And then some Dos and Don'ts's . We will do some questions after that.

Let me begin by talking about what is the Gig Economy ? There is very little good that can be said about the not so great recession, back 2007, 2009 or 10 did one thing I do think came out of it, not a few workers laid off or not, decided to go their own way and start their own gigs did they came to realize maybe they might be better off with that, without that lousy job in crazy boss. Certainly not for everybody and I like bidding on gigs and finding work. I have a friend who is a consult. Consultant . she didn't like it so much and she did it for 10 years, and after she lost her job, she became a consultant. And did that the last 10 years. That is really the nature of the Gig Economy . Freelancers,

project-based workers, part-time people, temporaries, looking for a side hustle. That is all part of the Gig Economy . You do part-time, project work . And then move on, rather than have a day job, and a steady paycheck. I hope my voice is into crackly, getting over a bug. I am well hydrated. >> I think there is much good that can be said about the gig economy. First of all a gig gives you some freedom. That is no little thing. You can find something you love, concentrate on that, that is great. The ability to make more money than you did before is there.

It is ideally creative and you're learning something new often. Lots of opportunity. You can do different things at once. When you work for someone else you have one job. In these days maybe a side hustle but, if you're so inclined, you can do a lot of different things at one time. But there are no shortage of downsides to the gig economy and being a gig worker . First is finding work isn't always easy. It's actually probably never easy. The very nature of the gig, as I said, the gigs end

. being a contract worker means you are on a never ending hunt for contracts. For many gig workers, it is a feast or famine quality. Either you don't have enough work, you have too much work. Finding the Goldilocks porridge amount often proves to be elusive. It does dovetail with another issue many freelancers have, the problem of scheduling .

One of the best aspects of contract work is you are your own boss. But being a 1099 direct contract employee or worker, theoretically, theoretically, it means you work when and where, and how you want . Contractors can give you a deadline but

are not supposed to be able to oversee how you do your work and when you do your work. I can hear you now saying right Steve . I do know that some companies do have unrealistic expectations , the person you are working for, it could be like you're the boss and they are the employee. Scheduling all the work you need can be difficult. Another big side to the gig economy. Hopefully in today's webinar we will reverse some of these things, the lack of benefits. A big issue for any contract worker . When you had a job and a boss, you had a steady paycheck and benefits, hopefully health insurance. That all goes away when you don't have a "job ." You can say what you want about Obama care, plenty of people say lots about Obama care did before it came along there was a phenomenon known as job walk . They would stay in jobs because at least they had healthcare. The open market wasn't easy to say the least. And the last downside, it does take a certain sort of person to be able to handle it. Emotionally speaking. The very nature of the gig is that it is flexible and there is freedom, all of that. But that requires no small amount of self discipline. You have to be able to handle the uncertainty that comes with the territory. Is that a sobering prognosis , I don't think so did the gig economy is booming. Freelancing the last 20 years has increased by more than 27%. I saw stat on into it, 2020 40% of all workers will be in some form a gig worker. The gig economy, good news/bad news. In my book, the pros outweigh the cons, especially if you are able to handle the cons . That's what we will do today, handle the downside.

How will we do that? We will find some gigs. Let's start at the top, with some places. When I talk about gigs, we have a very broad category. You are working as a contractor. I basically break it down into, as you can see on this page, project gigs , and the next page service gigs . Mostly I will talk about project gigs today. They both apply.

Here are nine sites , where if you are a freelancer, graphic artist, writer, a virtual assistant or you just want to find some part-time gig work, these are places you can go. I will tell you about each one of these a little bit. All places where you can go and typically bid on work. If you want more work, here is where you go. Freelancer.com, Upwork, Toptal, Guru.com, 99Designs, Craigslist, Fiverr, Etsy . >> Freelancer calls itself the world's largest online platform for finding jobs. That is kind of great. Companies, individuals, put thousands of engagements of gigs did you can browse the listing, see projects and budgets, find one that fits your personality or skill set, and then you can bid on the gig. Whatever your self-employment business is, writing, videography, sales, whatever . sites like freelancer offer you an opportunity to find a gig . another one I like a lot is Freelancer.com, Upwork, Toptal, Guru.com, 99Designs, Craigslist, Fiverr, Etsy . I run two websites. One is the small business connection, with Upwork , and I have my own site called the self-employed. When I need someone to redesign self-employed for me I go to Upwork and put out a bid for a gig worker to help me with redesign. I would help them really is how it would be. My fantastic web designer, tech guru Abby Woods, shout out to Abby. Iconic is incredible . I found her on Upwork , she bid on my contract. She was the most capable . I have worked with Abby over five years. So a good piece of the gig economy is it doesn't have to be a one-off. You do a gig and it goes away. If you are good at what you do, if you are great at what you do, then that company or individual will hire you and rehire you. Making a steady gig out of it did that is fantastic. And then there is Toptal, just like freelancer , and then another one is guru.com. Toptal is interesting, a whole lot of contractors that bid on projects . the difference here is Toptal has a rigorous screening progress , process. Only the top 3% of all freelancer applicants. And there are no blended, no low bid contractors. Bidding low is a challenge for any one of these sites. Toptal would be a great site for you . And then 99 designs, whether you're a graphic designer or web designer, if you want more work, this is a site for you. Especially small businesses to possible, to post their projects, web design or logo, whatever. They will launch a contest and designers bid on the contest and the winner gets the gig. I have Craig's list on your. Craig's list is amazing. A preeminent marketplace for buying and selling goods. Craig's list does have a nice gig section on the bottom of the site with a lot of things that you can bid on and get work for.

A couple of more,

Fiverr . It is good, what can you get for five bucks, there are people that will offer you project work on just about anything. I did a video series a couple of years ago, it didn't cost me five dollars but it cost me $25 . It gave me an incredible intro for my video series. You can list your stuff on Fiverr . Not everything is five dollars but it is a loss leader to get your foot in the door did

And then the last one, the writers out there close to my heart, the freelance writing gigs. Finding work is easy. But this place list hundreds of writing gigs. And curates them into one place. Perfect for writers, editors and bloggers looking for work. So go ahead and check these out. One easy way to take advantage, is to be on these different sites . A lot of people when they think of gigs, they think of this kind of thing. Uber and Lyft . I have some family members that are drivers. That is a gig, a tiring gig , not an easy gig , but a way to make some extra money if you have a car in extra time. TaskRabbit, FlexJobs, HireMyMom, AirBnB, PostMates, GrubHub, GigWalk .

If you sign up with TaskRabbit it notifies you of potential gigs nearby . You can complete the work so that you get paid. Doing different task for different people . A popular category for TaskRabbit is handyman, cleaning, delivery the personal service. That kind of things. And flex jobs, this is a cool site. That curates and list remote , part-time and flex jobs. That they say is the biggest and best site for curated remote and flexible jobs. They have trained researchers that work to find and screen best remote work it can be a part-time gig or a full-time gig , entry-level, executive did they have 50 different categories. If you're looking for more along the lines of part-time work as one of your gigs, remote work, this place is great. And then hire my mom. It is what it sounds like . a unique work from home job service that helps women professionals find flexible and legitimate home based work. That again is not always easy. Anyway, it is pretty great, flexibility if it's important, to all of us, but higher my mom is a great place for that. And then air B&B we all know that you can rent out a room I have a Powell in New York, who rents out his apartment in New York . That is his business, it can go stay at a friends house, the observed, upper West side apartment is so valuable he can air B&B is way to moving forward.

Post makes. Come post makes , like GrubHub. And then GigWalk, not dog walking but a place to find gigs and bid on gigs . They have some pretty great ones. One question I always get a lot, can we see the deck, if you didn't get the total list down. This webinar will be available for viewing after it is done on the SCORE website . You can go back and look through this, a pretty valuable list and a great place to start to get your gigs but it's not the only way to get a gig. How do businesses get gigs? Gig workers need to do what small businesses do. Don't reinvent the wheel, people have already figured out lots about business and learn from the best . That's what we are doing here today. Gig workers can do the same thing. You have to market your business. Throughout the webinar I will give you some success secrets.

The first one, create multiple profit centers . if you want to succeed as a gig worker the worst thing you can do is just one gig. That gig can go away and all of a sudden you are out of work. If you have multiple gigs at the same time , when one goes away because one will go away, that is the nature of the gig. You will have others to keep you going. You want more than one ball in the air at one time. I driver, the decided to quit his job and become a Lyft driver and I said don't do it . unfortunately one morning he got in a car accident. He had to give the Lyft car back . For two weeks he was out of work because he had no regular car, no job, that is the danger of having just one gig . Two examples, Starbucks . They started out selling coffee and coffee makers. In Seattle. Then they started selling drip coffee and then food, for a long time they sold music and CDs. Products, coffee . They have multiple ways of making money. When coffee sales are down, Fred Pacino sales are up in the summer.

Etc.. What any big business does successfully and what we as gig workers have to do as well. Similarly, that a ton gorilla, Amazon. Amazon started out selling books calling itself earths biggest bookstore. A really cool gig. Product, business . Amazon had a bigger vision and now we know they are the everything store. That's where most of us go online initially to find something. Amazon created multiple centers, profit centers.

So this is very important to us as gig workers. To succeed in the gig economy you have to have several gigs going at once.

Hydration break .

Okay. Marketing. I will give you the secret to marketing and getting more gigs , aside from going to those different websites. Market yourself, and then market yourself some more, and then market yourself some more. That is it. Being a good worker, being self-employed, is like being alone in a dark room. You know you are there but no one else does. The only way you are going to turn on the light and tell people you are there, is through your marketing and advertising. You can go to the different sites on task rabbit, freelancer , that is one way that more broadly that is not enough. You have to be creative, hard-working , and taking initiative to be a gig worker. Marketing your self and your freelance business, is no small part.

This is a topic in a webinar, all on its own.

I have given this webinar for SCORE on how to market your business . There is tons of great webinars along that line. Let's talk about greatest hits.

Here are marketing methods that work in the gig economy for gig workers, in particular. So have yourself listed on those different gig sites I mentioned, freelancer, TaskRabbit , all the different things. Have a good bio that list who you are, what your projects have been , what you do.

The ratings you have gotten, the money you have made. Those sites use that information to list two people on the site, to people on the site, and if I'm a project manager and I want to hire someone, I will scroll through the different listings and read those listings. You have to have a great listing. If you don't have any at all, what a friend of mine did, actually a gig worker I know who what I would, I would hire sometimes . She wanted to get her name known on UpWork so she created a UpWork listing . She did her great work as she usually does for me and I gave her a great review on UpWork . She had her fit , a foot in the door in that world.

You want to make sure number two, I hate reading PowerPoint slides but this is important. You want to have excuse me. You want to get some really positive reviews. And share those positive reviews . Share them on the different sites I mentioned, and especially on your website. We will drill down into that in the next slide. You need to get people to give you great recommendations, great referrals , rate you highly, and share it, share it on your site, those sites, your social. In your newsletter, however you do it. You need to toot your own horn. Whether you want to or not you have to, you have to toot your own horn. The horn people want to hear is that you're really good at what you do. As so they should hire you. Especially, by the way, if you have a big brand that you work with, whoever, big brands in your industry, if you can get a referral or recommendation from Matt, that carry some gravitas . And people will flock to someone who works with big brands. You need a strong social presence, especially on LinkedIn . I was interviewing the head of small business for Google ads a couple of days ago . She said you know Steve, half of all small businesses still don't have a website. That a small business malpractice. Gig economy malpractice did you have to have a website, but half of us don't apparently. If you don't have a website, LinkedIn is especially important to you. When someone googles your name or the name of your business or LLC, whatever you might have. The first thing they will find when they Google it is your LinkedIn profile. The LinkedIn algorithm is really strong. Try it for yourself, Google yourself. You'll find it via Facebook or LinkedIn profile right at the top . Have a strong, robust, powerful, highly recommended, noted page about yourself on LinkedIn . Similarly on twitter, Insta Graham, Facebook . The eyeballs are where we need to be. On social media.

Advertising. Pay per click. Get your name out there, you want people to find you . It won't just because you're great at what you do, you have to let them know. So advertising. That's what we see all the time, everywhere . Why, because they work. They work for the big boys, they work for the big companies and they can work for us. What is beautiful about a per click, little tiny ads, pay per click, you don't pay until somebody clicks on it. Until they see it and like it and click on it and it goes to your website or whatever page you direct them. You can get qualified leads. And you can network the old-fashioned way, you network. Go to a Chamber of Commerce, a meet up, whatever it is. And you will find work did people like to hire people they know. If you can get word-of-mouth referral, that is gold. So networking is how we start that process.

I want to drill down as I said to your website. I really think this is one of the big gig economy success "secrets. ) ".

I mention the SmallBusinessConnection.com. I have a third website which is me , a writer, speaker, editor, spokesperson. People have to know what I do. I believe in what I'm telling you . I have lots of different gigs and people want to find out , who is Steve, why should I hire him. I'm not doing this to impress you , but to impress upon you, this is the kind of thing you need to have as well . you need a great website about you, about your business, about the projects you undertake and why you are great, whether a writer, graphic designer, whatever the case may be. Credentials, brands, gigs you have done, recommendations. Videos. Samples, contact info .

Here at the top, in my case I have spokesperson, author , US A columnist . Speaker, when I say you want to list the brands . At the bottom I have this thing that says the best brands want to work with Steve. Microsoft, Staples, Intuit, etc. Companies I list because if you are looking at hiring Steve, well, Bank of America has hired Steve. Microsoft has hired Steve. That as I said is impressive. The kind of thing you need to do as well. If you create a little website, Mr. credentials, the brands that have worked with you. You get these different people to write you letters of recommendation. I have a page on my site called review reviews. Rave reviews . is someone comes to your website and they don't know you, they saw your ad, heard your name, whatever, they want to hire you then they will want to see who you are . Make a great first impression , this is how you do it. How do you find people? Most of us Google a name, find a website, go to the website. This is what will impress people. They will be far more likely to say yes to you. All right. If I beat that into a dead horse yet? It is that important.

Okay how to bid on gigs. You gone to the different sites , someone has come and found you. The first question is what is your brand? I have two ways to go on the right. Prices slashed and luxury brands . maybe your brand, you are the low price leader?

You want to bid on price . I heard way to make a living but you will get more work because you are low cost. That is fine. So the bit of your project will be based on that brand. But similarly, by the same token, maybe you don't want to be the low price leader. Being the cheapest maybe isn't what you are after. Often quality for more time and more effort, more work is what you are about . a luxury brand. To some extent . If that's what your brand is, you have to think about your bid that way. You have to keep price in context. You have to know , what is your value proposition. Why are you different/better . how are you different than the competition? Look at what the competition does and charges . You cannot be crazy ahead of all of that or you won't get any gigs. So you look at what other people do .

What does the competition charge? You look at the cost per hour, how much it cost you to do things . if you were to hire someone what would they charge? All of this goes into the equation of what to bid. You need to think about whether you will be charging a flat fee, hourly fee? When I practiced law I liked giving people a flat fee. One of the bad things about hiring a lawyer, the bills are crazy expensive. So if you pick up a phone to call someone, I hated this. Theoretically you are supposed to charge your client .2 .7 hour, 12 minutes . When you bill by the hour that is the kind of thing you do. And keep track of every little thing you do. I found clients were more inclined to hire me when I did that kind of work, with a flat fee. You have to estimate that flat fee pretty well. If I say the whole thing will call, cost $950. Grade I can do that. Or $5000, whatever the case was. Flat fees work very well because they help people know what they will charge. The problem of an hourly fee, as a client they don't really know how much they will get charged. So that for sure is a challenge.

These are things you look at. What is your brand? Why are you unique? Why are you better? And what does everyone else charge? And then base your fees on that.

Now here is a Gig Economy success secret . Be great at what you do. Notice it doesn't say be good at what you do. It doesn't even say be really, really good. It says be great at what you do . There is a lot of competition . There are 30 million businesses in the United States. 99% of the businesses are small businesses. In fact the vast majority of those small businesses are one person businesses . solo entrepreneurs, freelancers, one person business . that's not even look in at foreign competition. Your often competing, especially if you do remote work, with people overseas who can do it a whole lot cheaper. So why should someone hire you? Because you are great, that is why. Because you do great work and you take pride in your work. You give great product, great quality product to the people that higher you. If you do that they will either find you, or rehire you did both of those are really important. If you are just good, fine, you just got the product done, and you didn't charge a lot and it's all about the price, that is one thing. But why should they rehire you? If you don't have kudos about you on your website, how great you are, that is important.

The last thing here, handle bad reviews. If people are reviewed all the time now, one interesting statistic I saw, 80% of people that wrote a negative review. Something bad happened and they didn't feel like they got justice whatever it looks like to them. 80% of them will take down the bad review, if the person , the company, you are me, rights to the reviewer and says I'm really sorry you had a problem with my company, my service, my product did what can I do to make it better . I am really sorry. If you apologize and work earnestly to fix it, often people will take down the bad review. One bad review can really hurt you. You go to yelp and you find great reviews but the one bad one can change her algorithm

. or change the nature of whether someone hires you. The good news is people will often take down the bad review, if you do right by them. It takes extra work. That's what being great is all about.

Number five. The Gig Treadmill did avoid the Gig Treadmill . The mention at the top, the friend that lost her job, she got tired of looking for work. She got one six month contract and it would run out. She would have three contracts at one time and a big client would go away. You know you're on the Gig Treadmill when you're working too much for too little money. You're making just enough money to not stop. Your burning out. You should be able to learn new skills, stretch your self because you can start bidding and looking for other gigs outside your normal will house. That takes risk-taking to which is the nature of entrepreneurship. The ability to learn something new . and also you expand yourself and create another profit center. It all makes sense. If you not doing that, you are definitely on the Gig Treadmill . An inch above uncomfortable . That's when you burn out and you say I can't do this anymore. I need a solution. Is there a solution? You are in the right place, your friend Steve is here to help you pick

So how do you avoid Gig Treadmill ? A quick story. I have a friend that's a real estate agent. That is a gig. You are finding new clients, new listings, selling homes, whatever you're doing. That is definitely a gig economy job. You are gonna work for some company but nevertheless. When the great recession hit, his business went down 80% and he was in trouble. He had a young family, didn't know what to do. And he went to someone I know, where I got the story from, seasonal real state. If you're going to do fewer gigs, fewer projects, you sell less in the economy that's in a slump. You need to find a bigger clients. Bigger gigs. If you're only gonna make to a year instead of 10, they need to be pretty big. Like selling apartment houses, commercial real estate. That might be more lucrative than selling single-family homes. So my friend reconfigured his business , learned everything he could about commercial real estate, took classes, marketed himself. And started trying to find commercial real estate clients. And it didn't work. Instead of doing the same thing again and again, he expanded himself and when a new direction did learn something new and it only that . In 2009 with two different business deals, and apartment house in a shopping center. He more, made more money that year than the years previous . it really works. One way to avoid the Gig Treadmill is defined bigger and better clients with bigger and better work, bigger and better gigs. If you can't do it yourself, hire people to help you. I have some great big name clients so I have people that help me run the show . That's what business is about.

If you want to know how to find big customers and clients, I did a webinar on this last year for SCORE . We talked for 45 minutes, probably more, about how to find bitter, bigger and better clients. >> So top five ways to avoid the Gig Treadmill. Be a good boss. If you left a lousy job and you are the boss now, you need to be a good boss to your self . I talked to a gig worker yesterday that was so burnt out, working every day on her gig. She hasn't had a day off in 10 days. That is crazy . I know you want to make money but you have to be a good boss. That is an easy way, it takes self discipline to get off the Gig Treadmill .

If you want to bid on something new, maybe multiple profit centers like I mentioned earlier. Really important that you have different projects, doing different things. Different task for your gig. That will keep things fresh. You will keep sharpening your saw as they say. You won't get dull.

You can outsource and get people to do the more mundane things. A famous book called the four hour workweek, was about outsourcing the things he didn't like doing very much. To gig workers. He started focusing on the things he loves. He works way more than 40 hours . I have met him a couple of times that he is a hard-working guy but he doesn't do mundane stuff . going through email every days. He trained a person on how to go through his email . Instead of spending two hours a day like most of us do, he spends five minutes a day on the email. He outsourced it. Go on freelancer and find yourself some help. And just say no. There are some gigs that are not worth it. We all like making money, I get it. But sometimes , it is too much. Too much work, too much to work for that client or customer, that person . saying no can help. You can get off the Gig Treadmill for sure .

And finally, we have two more. So Gig Security . The secret is to duplicate, to the extent possible, what you would have if you had a job. One of the things about having a job, is there was some security with it . a paycheck every two weeks, benefits, healthcare ideally. Usually that is the nature of a place you work. But you don't have those , and I said throughout this webinar, when you are a gig worker, you have to create those. You have to get insurance, health insurance, life insurance if you have a family. Liability insurance. And business interruption insurance did what would happen if you couldn't work. Business interruption insurance is one way to call it. You want to find a supplemental policy that will pay you if you are injured, and able to work for any reason. It cost money but in this case, it is worth it to find the right insurance.

You want an IRA or 401(k). Savings . And the contracts, find a contract for six months or a one-year contract. How beautiful what a one-year contract be fixed that will give you security. They are out there. People out there that higher you want security is much as you do. It gives both sides piece of mine.

And then again having bigger customers and clients is a way to have security. And multiple profit centers. Amazon, Starbucks . Multiple profit centers, MPC, means you will be more secure. A writing resume service, or your blog writing service. You have different ways of making money, with bigger customers, with contracts, with money in the bank, that's how you create gig security.

Last but not least, Dos and Don'ts . Keep your overhead low . One of the first things I learned is keep your overhead low. Fancy digs with a high-rise office you only go to three days a week, maybe not the best idea. Keep your overhead low . market yourself, and then market yourself some more. And altogether, market yourself some more. And then just say yes. Keeping it new, expanding your horizons, to the client that is not sure you can pull it off. Get yourself out there. And there are some Don'ts , don't be impatient . If you are new to the gig economy it will take up a while to big, build clientele, that is just a cycle. You can't be impatient it does take a while. >> And you don't want to put all your eggs in one basket. Tried to the extent possible to avoid one giant client. What is beautiful, having one corporate client, it can be dreadful and terrible, scary, if that client goes in a different direction. If you put all your eggs in that basket with that one client, scary. So multiple profit centers, multiple clients.

And finally, just say no . You are the boss, you know what you need to do, you know if you are burnout or not burnout how you know if the client is worth your time or not worth your time. Some things are outside of your wheelhouse. Saying no is as important as saying yes.

Just a little bit over . Not surprising for me. Here are some resources you can use. SCORE , scored out ordered a great host, score.org .

SmallBusinessConnection.com, anything you need to succeed. Great resources like Allstate did and then the freelancer union, a nice resource. And then recently I learned about GigWorker.com . Another resource for the gig worker did pretty valuable.

I'm ready to take some questions. If I don't get to all of your questions, here is my email address, sstrauss@MrAllBiz.com . And you can find me also at SmallBusinessConnection.com .

Alexa back to you.

Great Steve, thank you so much . moving into the Q&A portion. We will do our best to address as many questions as we can. We are receiving some really great questions. Unfortunately we will not have the time to address them all. If we are unable to address your question during this second but, segment, there are resources after the webinar that can be downloaded from within the webinar platform. Also SCORE provides free mentorship . For any of your business needs. We recommend connecting with a SCORE mentor if you're not already working with one, who can help you apply these strategies and help you with any of your business needs. >> With that we will jump into these questions. Steve, this comes from Tamara. She would like to know if you can recommend the first thing that someone should do if they are just now entering the Gig Economy from the corporate world. When you don't have a website or reviews, other than on LinkedIn, what should you do?

Two things. Get a website. Really easy to do. There are website builders did one of our partners at small business connection, we build a website. Lots of different companies out there. It is not hard, or expensive, super easy. In this case list your corporate experience. Get your first pickle out of the jar, my analogy. When you open a jar of pickles, getting all the pickles out are hard at first. Once you get the first pickle out, all of the other ones come out easily. You have to get the first pickle out of the jar , and I would do that by networking. Having been in the corporate world a long time, you have contacts. Go out to your network and tell them, get your website out and tell your network I have started my own gig. Here's what I'm looking to do and if you have any opportunities, please share them with me I would love to hear about it. Like going out to lunch, writing emails. Networking the old-fashioned way. And online , you can meet people you otherwise wouldn't normally meet. Different groups . Your LinkedIn profile, right to people you know and say I've started my own business. People want to help people. They want to help you . If you are in their sweet spot, I bet they will, but you have to get the word out.

Several folks are asking if it cost money to be on the gig sites .

It does not. They take a percentage of the fee. If you charge $500 , I don't recall the percentage offhand, but you will get paid through the service, and they take a little percentage, that's how they make their money.

Also relating to these, can you see what other people are bidding? If your a soul entrepreneur had you determine did

Right, mostly it is silent bidding. Unless you are the person putting up the bid . You will not see what everyone else is bidding for that same project. It is a matter of doing research. Google is really valuable, if you Google what does a writer get charged for a blog? You can find that number. And you can try hiring someone for a small project fee, what people are bidding for service you want to do. Do a test on your own and see how much people are bidding. It is really doing your homework and seeing other people in the neighborhood, your industry, what they charge for what you do. And then based on your name and brand, skills and background, charging something in that ballpark.

Okay. The next question is from Shiva. Is a good worker other than a small business owner quick

That is a great question.

I think they are different because generally speaking a small business is a more sustainable entity that sells services to many different clients or products to many different clients. All at the same time . A gig is generally a one-off freelance kind of thing. A freelancer can be a small business. Of small business can be a gig. But the nature of the work is different, generally speaking. Gigs are a one-off contract thing. Or if you're driving for Lyft, it's not really a business . But if you hire people that drive for Lyft it is a business

The next question comes from M. Is there any way to determine that a gig is not fraudulent? That it is legitimate ?

That is very interesting. I am noodling on that. I do think it is important to find out who you are working for. Mostly gigs are remote gigs. You have to find out who that company is. You want to go to the website of course and see what they have done, who they are. To an extent you need referrals and recommendations. Anyone legit would give you a referral. If they've worked with them before. If you have a question, I think doing that due diligence is super important.

Okay.

Steve we have time for one more question. >> Time flies when you're having fun Alexa .

It goes by so quick. Let's see, a question,

from Esther asking if is a business interruption the same as contract insurance kicks

Similar. You can get insurance for cancel contract theoretically . Business interruption is more for small business. What you really want to do is talk to your agent or broker, about your business and if you're worried if something happens to you that you will not get paid did they all have different kinds of products that fit that category. Since I'm not an insurance agent or broker, I am not qualified to say which exactly is the right one. I did want to draw people's attention, there is that kind of product out there, that gives peace of mind and security and that is important.

Okay, time for one more. Asking how valuable is doing unpaid work in order to get yourself out there in the gig environment?

Let me also say, if you haven't seen already, there will be a pop-up asking how you would like, like the webinar did your honest feedback. It is great to hear what everybody thinks about what worked and what didn't. If you would fill that out I would appreciate it, SCORE would appreciate it . And to answer the question, pre-work is super important . If you have no experience or you're starting a new business, there is nothing wrong with giving it away for free. I still give work away for free. It proves you are confident, willing to prove yourself. People like something for free , as long as it doesn't take way too much time and effort. I think it's very important in a good way to get yourself established both in terms of goodwill and giving some work product you can show people later on .

Okay . I want to thank everyone for submitting such great questions . if we did not have a chance to address your question, we encourage you to get with the SCORE mentor that can assist you further with your business needs. As a reminder we have recorded today session. We will be sending out a link to the recording and just a little bit. It will also include a slide deck

and Steve has his contact information and all of the great resources he discussed today . be on the lookout for that in just a little bit . On behalf of SCORE I would like to thank you for attending today . I would like to give a very big thank you to our great friend Steve Strauss , for presenting with us today. As well, Steve thank you very much.

Thank you so much, great to be here .

Also to let everyone know, registration has opened up for the national small business week virtual conference. This is a free, two-day event , held May the seventh and eighth . Hosted by the FCA and score . SBA and score . it includes one-on-one mentoring, exit or brood Ruth's, networking rooms and prize giveaways and more. Thank you everyone, we look forward to seeing you next time, take care. Networking rooms, exhibitor booths &. >>[Event concluded]