



TechSF

Finding Gig Work & Skilled Freelance Work Part 2

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LESSON GOALS

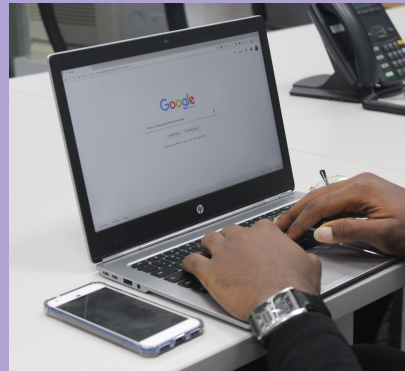
- Finding Gig Work and Skilled Freelance Work
- Four steps to getting started
- Understanding Pricing Structure
- Calculate Take Home Earnings
- Identifying App Platforms for Gig Workers
- Determining Skill Fit for Skilled Freelancers

Where You Can Find Work?



Mobile Apps

Food Delivery Apps
Task Service Apps
Etc.



Online Platforms

Upwork
Etc.



Online Job Boards

Indeed
ZipRecruiter
Craigslist
Etc.



Staffing Agencies

Robert Half
Adecco Staffing
Manpower
Etc.



Referrals

Clients
Friends
Family
Networking

Four Steps to Get Started

In order to get started, here are the four steps

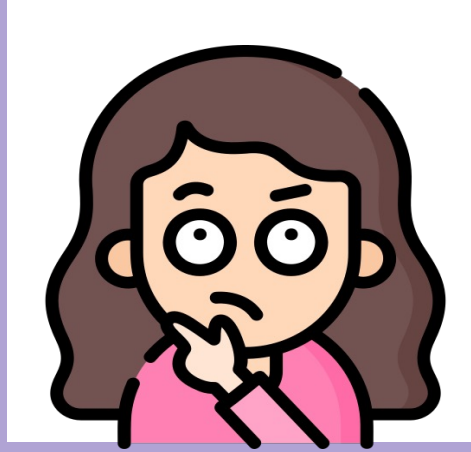
Identify your **service offering(s)**

Identify **relevant platforms** that offer those services

Compare platforms across your most relevant criteria

Understanding the **platform structure, pricing, auto job matching, skill assessments, requirements, etc.**

Step 1: Identify Your Service Offerings



Ask Yourself and Make a List Asking:

1. What are you good at?
2. What skills do you have?
3. What resources do you have?

For Example

- Are you good at taking care of the elderly or children?
- Do you like pets?
- Do you like organizing?
- Do you have any specialized like tech support?
- Do you have any certifications?

Resources

- Do you have a car to use for delivery jobs?
- Do you have a smartphone with the minimum requirements to use the mobile app platforms?

Matching Your Service Offerings With the Type of Work

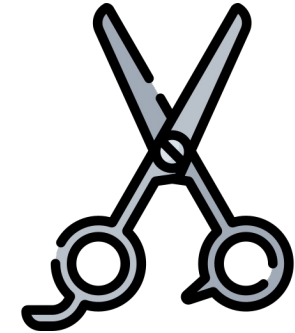
Once you identify the type of work you want to do, it will help with picking the right platform to find work.



- Food Delivery
- Ridesharing & Driving
- Delivery Services
- Grocery Shopping
- Errands & Task Services
- IT & Tech support
- Laundry Pick Up/Delivery
- Personal Assistance



- Entertainment (DJ)
- Elder Caretaking
- Babysitting & Childcare
- Dog Walking & Sitting
- Tutoring & Teaching
- Sports Coaching
- Photography
- Guiding Tours



- Hair and Fashion Stylist
- Plumbing
- Handyman
- Landscaping
- Home Organizing
- Office Organizing
- Cleaning
- Catering Staff

Step 2: Identify Relevant Platforms

- There are many platforms and it can be overwhelming at first.
- Take your time to learn about each platform.
- Compare their differences, and check to see if you meet their requirements. Then pick one or two to try out first.

Gig Service Platforms

Driving Platforms

Food Delivery Platforms

Gig Service Platforms

Skilled Freelancers Platforms

Online Platforms

Step 3 : Comparing Platforms

Some platforms have many services, which may have different pricing structures, requirements, and other areas.

Here's a sample of how to compare between these two task work platforms.

	Platform 1	Platform 2
Number of job categories	4	40+
Pricing	Fixed \$15 - \$22 per hour	Set your rate minus 30% commission
Registration requirements	<ul style="list-style-type: none">• Background check• 18+• U.S. citizenship	<ul style="list-style-type: none">• Background check• 21+• U.S. citizenship• Bank account• In-person orientation
Automatching	Yes	Yes + manual match

Step 4 : Understanding the Platform Structure

Every platform has their own set up, structure of how they work. It's important that you understand, so you can pick which one works best for you.

Here are some of the area's that may differ;

- Category of service offered
- Pricing structure
- Registration requirements
- Proposal-based or auto-matching



Understanding Pricing Structure

Commission-based

The platform lets you sign up and bid for work for free, but will take a percentage of whatever you earn.

Learn more.

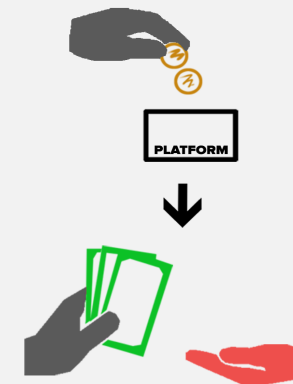


Gig Worker

Customer Pays

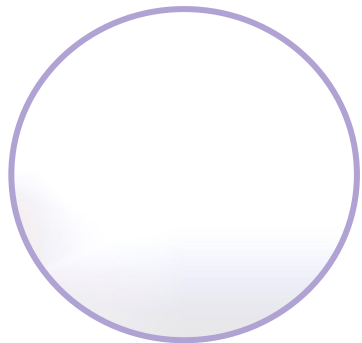
Client pays a fee, worker earns the full amount.

Learn more.



Skilled Freelancer

Fixed-Rate Pricing



Hourly

VS



Fixed Price

Unlike **hourly jobs** (where you agree on an hourly rate) **fixed price jobs** are when you and the client agree on a **set price to complete the entire job, regardless of how long it takes you.**

For example, if you agree to \$100 for the job, and it takes you 4 hours to complete, you will have earned \$25 an hour *before platform fees.*

Note:

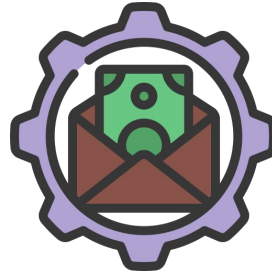
Underestimating how long the job will take to complete will decrease your average hourly rate.

Most fixed-rate pricing is used for skilled freelancers platforms and some app service platforms.

Assessing Price Point

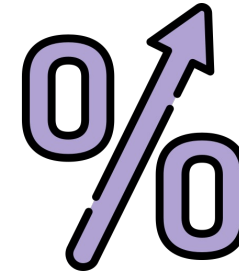
It is important to assess the price point. This is the break down of how much time it will take to make the money you are working for.

When assessing the price of a job, there are three things to look for:



Pay Structure

Does the job pay hourly or a fixed rate for the entire job.



Platform Fees

How much of your earnings will the platform take in fees.



Time Investment

If the job pays a fixed rate, how many hours do you expect the job to take.

Platform Fees



App platforms are **for-profit** companies whose goal is to earn money.

Most platforms do this by **taking a percentage of the money you earn on each job** – usually 20-40%.

This means that you need to subtract this amount from your hourly rate in order to understand your **net earnings**.

Key Concept: **Net earnings** – your take-home earnings after platforms' fees & taxes.

Example of Calculating Take Home Earnings

Fill in the blanks:

1. A client offers \$200 for a *fixed rate job*, and the platform charges a 25% fee. How much in *total* will you walk away with *before taxes*? \$

x.xx

2. A fixed rate job pays \$100. The platform will take 20% of your total earnings, leaving you with \$ x.xx total.

The job will take 4 hours to complete, so you will earn \$ x.xx *per hour before taxes*?





Calculating Take Home Earnings

Results:

1. A client offers \$200 for a *fixed rate job*, and the platform charges a 25% fee. How much in *total* will you walk away with *before taxes*? **\$150.00**
2. A fixed rate job pays \$100. The platform will take 20% of your total earnings, leaving you with **\$ 80.00** total.

The job will take 4 hours to complete, so you will earn **\$ 20.00** *per hour before taxes*?

Assessing Suitable Jobs for Skill Based Freelancers



In order to determine if a job is a fit for you, check these four factors:

Skill Fit: Do you have the skills to complete this job? Does the client seem to be looking for someone with your level of experience?

Price Point: Does the price for this job meet or exceed your minimum pay requirements?

Availability: Do you have enough time in your schedule to complete the job and meet the client's deadline?

Client Quality: Does the client seem like a good person to work with? Are there any red flags?

Auto Matching Platforms

Best for in-person gig workers in **cities**, and generally **do not work well in remote rural areas**

Pros:

- Auto matching makes it easy & simple to get work (no need to find clients & submit proposals).
- Good for English as a Second Language (ESL) workers.

Cons:

- Often comes with less control over hourly wage rate.
- Less control over picking clients.



Marketplace Platforms

Good for workers in all locations, including remote rural areas

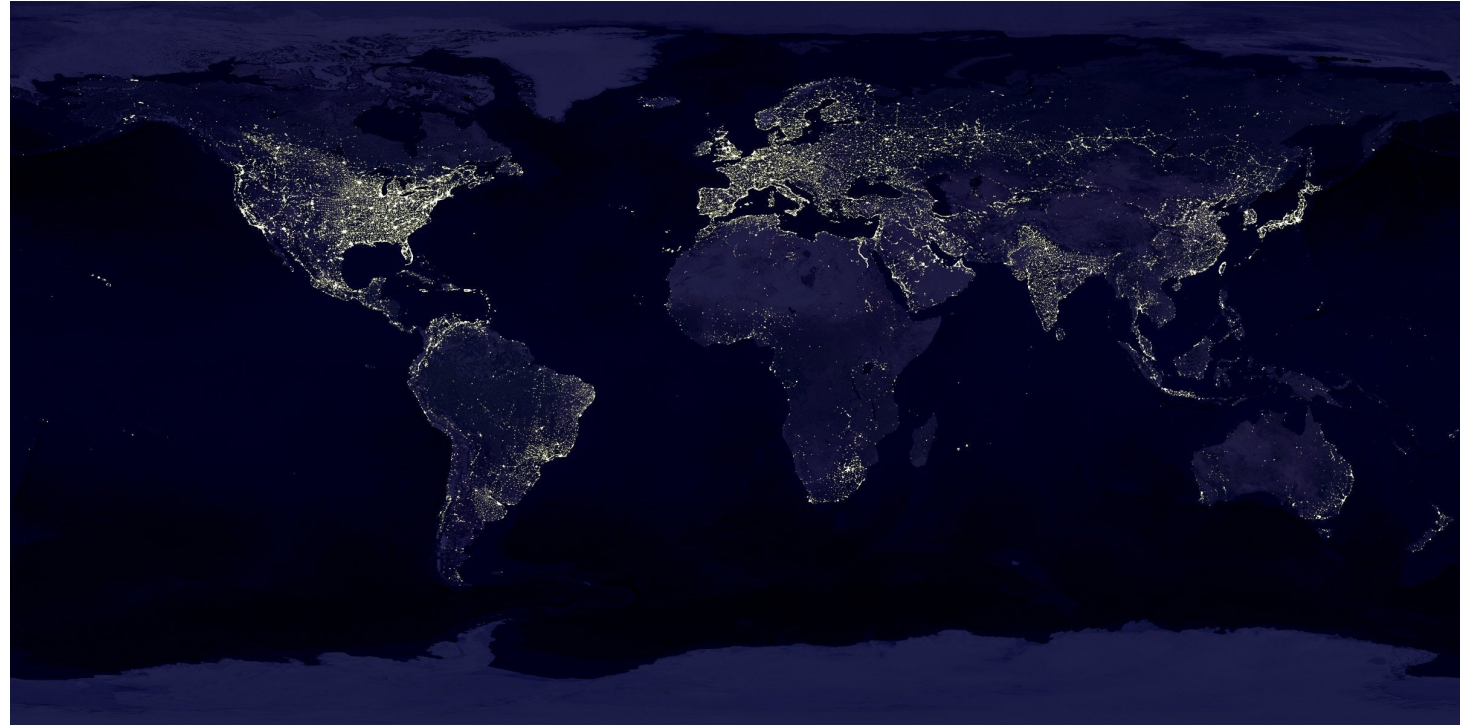
Workers can **actively search out jobs** posted by clients, or **list their services** on the market and wait to be **approached by clients**.

Pros:

- Workers can choose which project to take on.
- Workers can set their own wage rates.

Cons:

- Submitting proposals requires time & effort.
- Writing successful proposals requires good English language skills.



Determining Skill Fit For Skilled Freelancers

Attention: Before you submit a proposal for a job, make sure that you have ALL of the skills required to complete it. Failing to meet the client's expectations can lead to negative reviews that will make it harder to get jobs in the future.



Most Clients are looking for freelancers with a specific skillset and level of experience.



The closer you match this skillset and experience level, the better your chance of getting the job.



Ask yourself: Do I have all the skills required to complete this job? Are my skills at a high enough level to do a good job?

Evaluating Client Quality for Skilled Freelancers

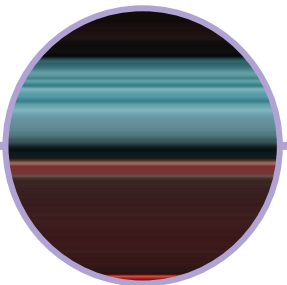
When assessing a job in terms of client quality, be sure to:



Carefully read the job description, scanning for potential red flags.



Review all the client information provided by the platform (the information will vary from platform to platform).



Do some internet research if they provide their name or company name.

Gauging Your Availability

When assessing a job in terms of availability, pay attention to:



Dates & Timelines

Sometimes, clients will require turnaround times of just a day or two, which can lead to tight deadlines.



Check Your Calendar

Before you submit a proposal, **double check your calendar** to make sure that you have sufficient time to complete the job.

Registration Requirements



Every platform has different registration requirements, **so be sure to review the requirements before you begin the registration process.**

Some common requirements to look for include:

- Social Security Number or Taxpayer ID
- Ability to work in the U.S.
- Smartphone with internet data plan
- Basic English proficiency
- Bank account
- Ability to pass a background check (common for in-person gig work)

Be Alert for Scams

SCAM
ALERT

Most of the jobs on gig platforms are posted by real clients, not scammers.

You should pay careful attention for any warning signs of possible scams.


Ready to Start?

Here's a few steps to help you get started!

Name one of the types of work that you're confident you can start doing now.

Take a moment and write out the platforms that you will sign up on.

After you have sign up and registered on a platform, take the time to learn how to navigate on the platform.



Continue to Part 3 Personal Branding for Gig Workers & Skilled Freelancers



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