

IS GIG WORK A SUITABLE FIT FOR ME?



**QUALIFICATIONS AND
TEMPERAMENT TO
SUCCEED AT GIG WORK**



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DOES GIG WORK SUIT ME?

Questions to consider before you commit to pursuing a career of gig work

Besides being the quickest way to get back to work, why should boomers consider engaging in business GIG work?

- 1. Can be Fulfilling**
- 2. Found in Abundance**
- 3. Rewarding experience**
- 4. Offers more Control**
- 5. Flex-time advantage**
- 6. Work Independence**
- 7. Network expansion**
- 8. Secure career**
- 9. Fund retirement**
- 10. Work from anywhere**

Is business gig work a suitable option for you?

With a minimum of 10 major advantages to its credit, gig work is naturally attractive to most business professionals over the age of 50. All that is required to truly appreciate the viability of gig work as a career option is to admit that conventional employment isn't the only satisfying and secure form of work – by a long shot.

Let's face it, after a career of reporting to others who wouldn't want to call the shots about where they work, when they work, who they work for, what they do, and how much money they make on a gig-to-gig basis? Opting to do gig work is so much more than a new career path. It's a means to a lifestyle you may have denied yourself while climbing the corporate ladder – freedom to choose when and how long to vacation, freedom to say no to undesirable work, and the freedom to relax with the knowledge of opportunity abundance.

As appealing as gig work is, it is not uncommon for some boomers to fall short in meeting 100% of the requisites of a robust gig career. Fortunately, expert coaching and support is available to help candidates gain the efficacy necessary to thrive in the gig economy, so don't be discouraged if you can't respond positively to all the questions; I will add, however, that the first three criteria are absolutely critical.

1. Have a business background and a specific marketable **expertise**?
2. Is there a reasonable **value** for what your expertise can deliver?
3. Possess the **Confidence** to replicate and deliver results with this expertise?
4. Willingness to take on the marketing **responsibility** of your offer? *
5. **Commitment** to shift your focus from positions to projects?
6. Collect **testimonials** regarding your ability to deliver specific results? *
7. Create a compelling Bio and supporting **collateral** that specifies your expertise? *
8. **Comply** with all the requirements of setting up a legitimate business structure if you opt for a self-employed 1099 entity? *
9. Conduct the **research** required to identify solid target prospects? *
10. Willing to make contact, qualify the need, and appropriately **move** prospects?
11. Practice the mental **attitude** to ride out the challenges of being independent?
12. **Discipline** to maintain a perpetual marketing program?
13. Have the **vision** to plan a successful project? *
14. Be agreeable to being held **accountable**?
15. Capable of being utterly **focused** on customer satisfaction?

*Coaching and expert outsourced services are available to support you on an cafeteria basis as you deem necessary.

Other factors to consider for succeeding at gig contracting:

Do you consider yourself a self-starter?

Are you capable of getting along with a wide range of personalities?

Is your outlook generally positive?

Do you feel strongly about your ability to make decisions?

Do you deal well with competition and enjoy competing?

Do you typically plan ahead?

Are you able to take advice?

Adaptable to change and emerging technologies?

Are you described as perseverant?

Is the idea of having a succession of challenging projects agreeable and even enjoyable?

Are you comfortable selling yourself?

Willing to work long hours?

Do you possess the physical and emotional energy to stay the course?

Does your family know and support your decision to go independent?

How much are you willing to invest?

Seth Godin presented a variety of Udemy.com lectures on whether and how to successfully freelance. While the information was designed for freelancer use, we find that it applies to gig workers equally as well.

Seth publically urged anyone to share the following questions for which honest answers can reveal whether there is an inclination to become a commoditized contractor (which is not dissimilar from a return to being an employee) or rising to the *remarkable* stature that gig work can enable.

WHO ARE YOU?

What do you want to do? (not your job, but your work, now, tomorrow, and in the future)

Who do you want to change, and how do you want to change them?

How much risk? (from 1 [a little] to 10 [bet everything]), how much are you willing to put at stake to make the change you seek?

How much work are you willing to do to get there? Be specific about the tradeoffs.

Does this project matter enough for the risk and the effort you're putting into it?

Is it possible? — has anyone with your resources ever pulled off anything like this?

What do people buy when they buy something from you? Leave out the easy, repetitive, generic stuff...

What are you doing that's difficult?

List of 10 things you deliver your client that are better:

Things that aren't the thing. Things like timeliness, confidence, respect, a story, etc. Be specific.

RANK YOURSELF Compared to others who do what you do, rank yourself on: reputation, knowledge, expertise, tools, handiness.

Which of these rankings are you willing to invest in developing?

When offering your solution to targeted prospects try to anticipate what their response will be:

What is your client *afraid their boss will think* if they say “yes” to your offer?

What would your client say to their boss to *explain why they bought* from you?

For a comprehensive guide for all the secrets of finding and landing gig work, click on this link: gigexecs.com/thegigsolution and order your copy of The GIG Solution now.