

THE APPROACH

Where to look, the steps to take, and how land the gig

THE JOB

Start things off on the right foot with the right tone

FOLLOW THROUGH

Make lists, workflows, and logs to stay on track

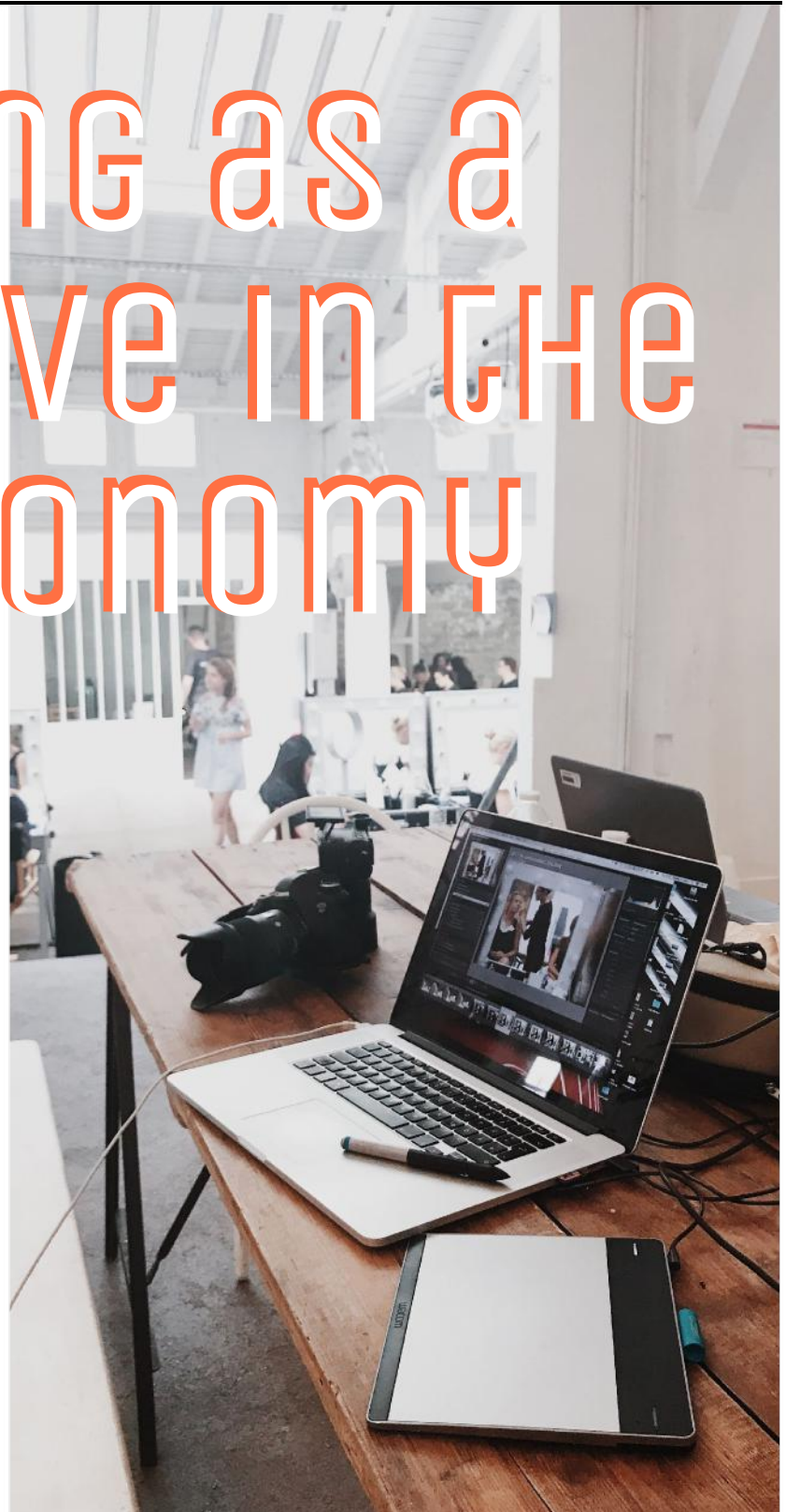
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PCA&D LIBRARY - WORKSHOPS

WORKING AS A CREATIVE IN THE GIG ECONOMY

Finding freelance work online is one of the most viable (and the most likely) ways for folks to earn money--especially during an epidemic.

A rundown of essential tips for digging up gigwork, spotting scams, advocating for yourself and protecting your time, and preparing for tax season along the way will help you stay productive and sane.



FINDING OPPORTUNITIES

2020

ZipRecruiter

At www.ziprecruiter.com you'll find a hiring site that does a lot of the work for you. After uploading your information, resume, etc. ZipRecruiter works to match you with employers who are actively looking to fill a position.

Job-Hunting Resources for Creatives

Follow this link: <https://rb.gy/hvd8gc>
prepared by PCA&D's Career Success Advisor for resources, databases, and more to help you find the gigs you need.

Flex Your Networking Muscles

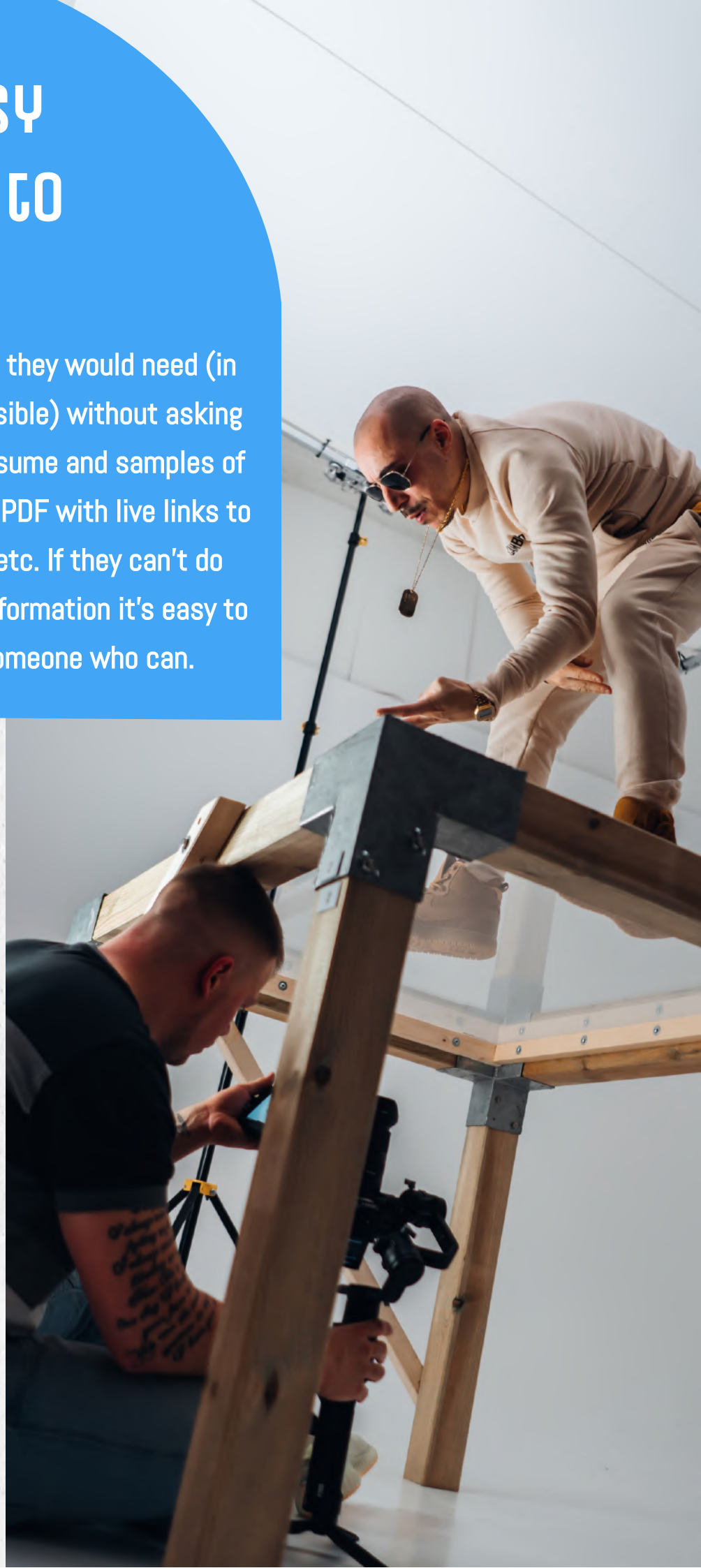
Ask people *you* know about opportunities *they* may know. Did you meet someone really cool at career day? Remember that lady you talked to at your uncle's barbecue?

Write to them and ask if they know of anyone who may be looking for someone to do _____ kind of work.

MAKE IT EASY FOR PEOPLE TO SAY "YES"

Give them everything they would need (in the fewest click possible) without asking for it. Include your resume and samples of your work in a single PDF with live links to your website/social/etc. If they can't do anything with your information it's easy to forward it along to someone who can.

- Find the right person
- Email and follow up with a phone call
- Be professional, but loose
- Know your audience
- No matter who you talk to, treat them like they are the end target
- Signal your competency



DO YOUR JOB



Be self-reliant.

It's good to be a team player but don't fall into the trap of over-relying on colleagues.

Don't make your boss think about you.

Ask the questions you need to ask, but also offer solutions with the questions. Make LESS work for your project manager, not MORE.

Figure out where you fit in the process.

Understand processes--and where you fit it--so that you can be ready to offer help and jump in when/where needed.

Don't burn bridges.

Keep your network healthy and strong. Consider making a calendar to remind yourself to regularly contact people in your network and ask if they need work done. Even if they may not, they might always know someone who does.

FOLLOW THROUGH

Create a finding-jobs-workflow.

Keep track of jobs & opportunities in a spreadsheet with information on who to contact, when you contacted them, if you've followed up, etc.

Create email templates.

Save time by creating templates so when you send out "cold call" emails and when you are sending follow-up thank you's the time it takes is minimal and you don't have to constantly do the same work over and over again.

Keep your information updated and on hand.

Be ready to send as a PDF, a DOC or both.

Make sure you have multiple ways to be paid...

...and list them all on your invoice. Options to include are: PayPal, Venmo, CashApp, and don't forget your mailing address.


Tax season is coming.

Come tax season, freelancers don't receive W-2s, they get forms called 1099-MISCs. That means the government wasn't taking taxes out of your paycheck all along and you now need pay it back. A good rule of thumb: set aside 25% of every paycheck to cover what you'll owe in taxes. Consider opening a separate checking or saving account and transferring 25% to it every time you get paid.



Maintain a professional online presence.

Maintain a professional online persona across platforms and link them to your website, portfolio, etc. You'll get more outreach that way.



Keep a detailed log of your hours.

Keeping track of your hours in detail makes it easy to send invoices for your work. Do this even if you do a project for free for a friend & let them see how much time & effort your contribution took.



"Working as a Creative in the Gig Economy" was created by Mariah Postlewait and Dr. Christopher Wagenheim. Dr. Wagenheim is the PCA&D Registrar and Career Success Advisor and can be contacted at cwagenheim@pcad.edu.

PCA&D PROUD

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