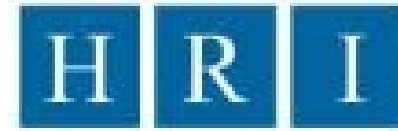




Success in the Gig Economy: Smart Options for 50+



Pulmonary Hypertension Association
Empowered by hope



Harris, Rothenberg International, Inc.



April 07, 2017

Preparation
Shower regularly. Shower and wash your hands before and after each dose. DO NOT take the medication until after you have been eating for 2 hours. Do not drink or consume alcohol while taking the medication.

How to take the medication
Take one whole tablet about 1 hour before a meal or 2 hours after eating. Take the entire amount prescribed even if you feel better.

Chills and body aches
Take with or without food. Avoid alcohol while taking this medicine. Tell your doctor if you have any problems.

High blood pressure
Take with or without food.

Low blood pressure
Take with or without food.

Diarrhea
Take with or without food.

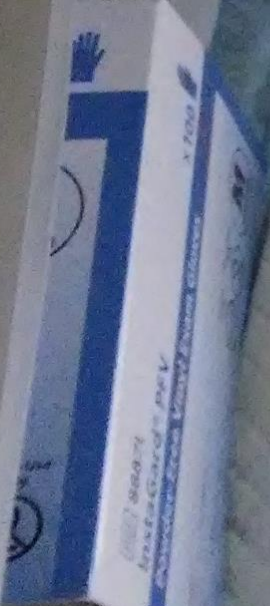
Stomach pain
Take with or without food.

Headache
Take with or without food.

Swallowing problems
Take with or without food.

Stomach pain
Take with or without food.

Stomach pain
Take with or without food.



The Context



Gig Economy Facts

- ▶ Global gig economy **\$347 billion** in 2021
- ▶ **\$1.3 trillion** to the US 2021
- ▶ 80% Of large corporations will substantially increase their flexible workforce
- ▶ 25% Say they can find work within 24 hours when needed

W2 VS. 1099 WORK

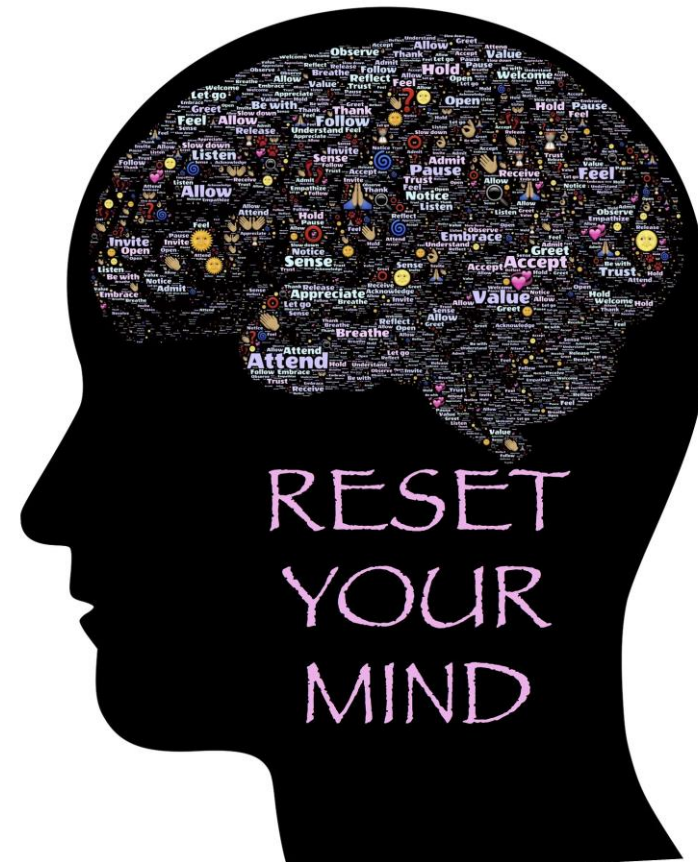
▶ W2 Work

- ▶ Stability
- ▶ Regular pay
- ▶ Supervision
- ▶ Company benefits
- ▶ Familiar
- ▶ Limited income
- ▶ Job description
- ▶ Regular hours

1099 Work

- ▶ Uncertain
- ▶ Pay uncertain
- ▶ Self motivated
- ▶ Purchase benefits
- ▶ New
- ▶ Unlimited income
- ▶ Work variety
- ▶ Autonomy

Mindset Shift





Mindset Shift



YOUR TRUTH

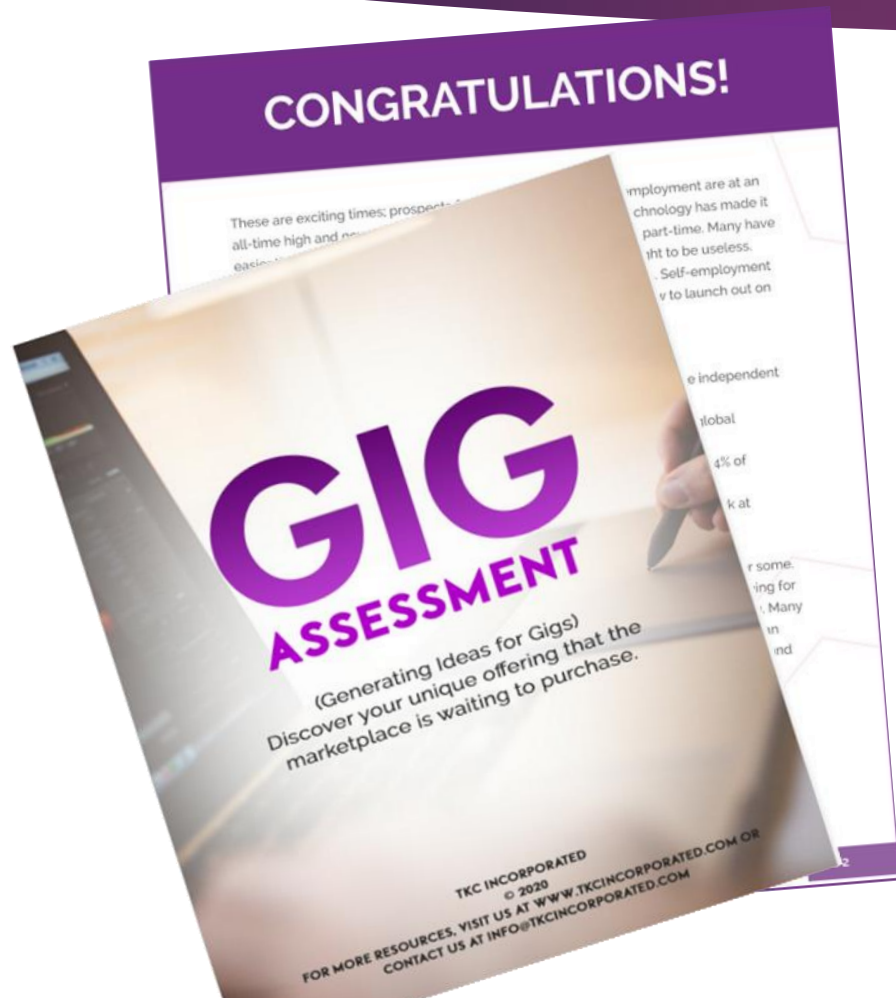


SUPER POWERS: YOU CAN



- 1) Use your skills to become self employed.
- 2) Offer a hobby or interest in the marketplace.
- 3) Earn income while you look for work.

FIRST STEP: KNOW YOURSELF



Get Your Copy at

www.tkcincorporated.com

Consulting



What **urgent problem** can you solve that someone is willing to **pay** you for right **now**?

I help (**WHO**)

to (**OVERCOME PAIN**)

by (**HOW**)

so that (**BENEFIT/TRANSFORMATION**).



Lean Approach

Test

Learn

Plan

Repeat

Find Opportunities

Start where you are

Tell everyone

Social media

Speaking

Thought leadership

Websites

Marketing



Repeatable System

To Attract
Customers



HOW MUCH CAN YOU MAKE

Average consultant makes 20% more than a salaried employee:

- ▶ \$75,000 vs \$63,076
- ▶ \$104,000 for large firm or in-demand skills

EVEN Closer Look

W2

- ▶ **\$99,916** average at XYZ Company; 2080 hours per year = \$48 per hour

1099

- ▶ \$100 to \$200 per hour
- ▶ Work 1840 hours
- ▶ – 50% (admin, sales, etc.)
- ▶ 920 billable hours
- ▶ 920 x **\$100 = \$92,000**
- ▶ 920 x **\$150 = \$138,000**
- ▶ 920 x **\$200 = \$184,000**

Other Considerations

- ▶ Benefits
- ▶ Taxes
- ▶ Expenses

Online Contract Marketplace



GIG ECONOMY WORKER MISCLASSIFICATION

- ▶ Ridership
- ▶ Delivery services
- ▶ AirBnB
- ▶ In-house consultants

THE GIG MARKETPLACE IS VERY DIVERSE





Tools

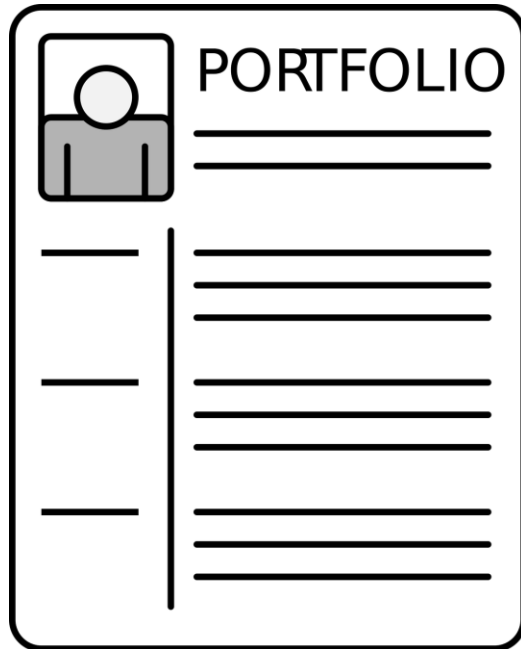
- Computer/smartphone
- Internet service
- Email
- Work tools
- Payment system

Getting Started



- ✓ READ THE RULES
- ✓ Get the APP
- ✓ Commit to a goal & plan
- ✓ Follow the leader
- ✓ Bring offline work
- ✓ Build thought leadership

Your Primary Marketing Tools



Building Your Gig-pire

- Treat it like a business
- Elevate your mindset
- Go after work
- Partner with others
- Give more
- Give something special

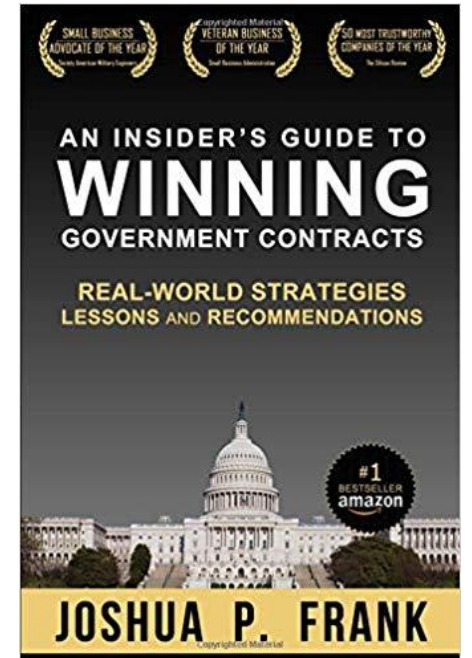
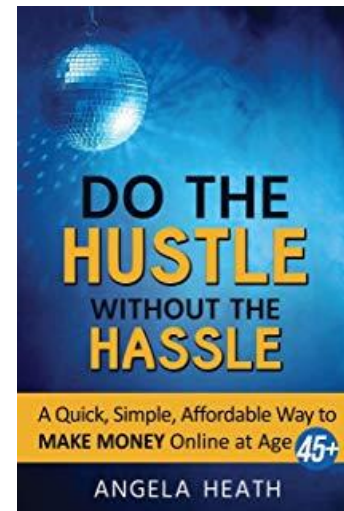
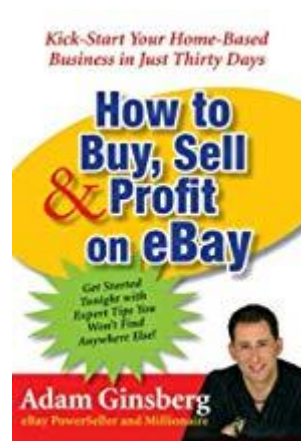
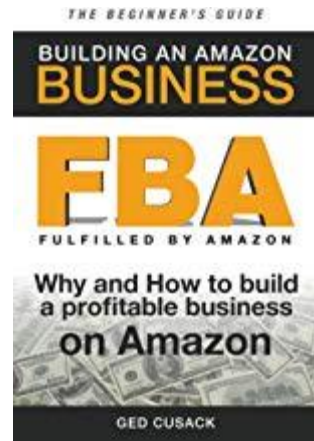
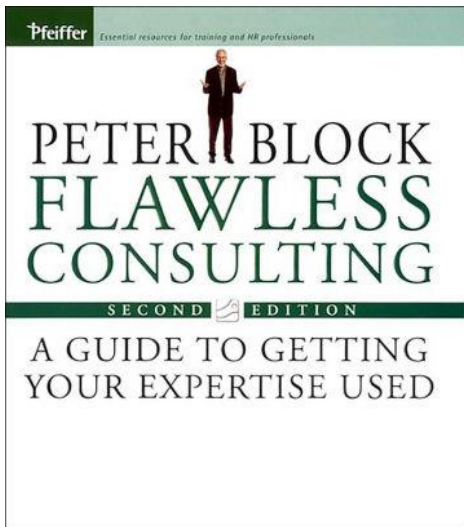


Helpful Resources

- FREE GIG Assessment – www.tkcincorporated.com
- Small Business Development Centers
Women's Business Centers
- Veterans Business Outreach Centers
- Procurement Technical Assistance Centers – Government contracts
- Boomerswork.org – Meetup groups
- Mentors – aheath@tkcincorporated.com



The Library





Work For Yourself@50+ Freelancing Resource Center

Welcome to the Work for Yourself@50+ Freelancing Resource Center! Here you'll find resources for both first-time freelancers and experienced independent workers. If you are new to freelancing, we recommend the Getting Started series for simple, safe steps to start earning income through independent work. If you're more experienced, we encourage you to check out the Work Finder tool to browse work platforms and opportunities.

[Getting Started Series](#)

[Work Finder](#)

<https://freelancing.aarpfoundation.org>

HAPPY HUSTLE!

ANGELA HEATH
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TKC INCORPORATED

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FOLLOW – FACEBOOK GROUP - BABYBOOMERSMAKEMONEY

CONNECT - [HTTPS://WWW.LINKEDIN.COM/IN/THE-REAL-ANGELA-HEATH](https://www.linkedin.com/in/the-real-angela-heath)



Sample Sites

UPWORK - <https://www.upwork.com/>

TOPTAL - <https://www.toptal.com/>