

TIME TO GO SOLO? Learn the ABCs of Self-Employment



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Shifting Your Mindset from W-2 to Self-Employment

Want a “stable job?”
Consider Self-Employment!



- ✓ Freedom to Reinvent
- ✓ Flexible Schedule
- ✓ Unlimited Income Potential
- ✓ Multiple Streams of Revenue
- ✓ Pursue My Passion



- Unpredictable Income
- Lack of Marketing / Sales Skills
- Loss of Paid Benefits
- Losing Personal Savings
- Risk Aversion

Do you want to be a freelancer or a small business owner?



What type of services do you want to offer?

- Short-term projects
- Monthly retained services
- Fractional consulting
- Government contracting
- Ecommerce retail
- Multi-level marketing





TAKE THE FIRST STEP!

Repurposing Your W2
Professional Skills

Passionativity Exercise

(Discover what you love to do!)



Passiontivity Exercise

(Discover what you love to do!)



Transforming Your Skills Into a Business Idea



“ING” skill

- A skill you enjoy (eg. writing)

“ER” small business

- A business (eg. writer)

COMMUNITY

- An industry, mission or sector whose business problems you know well

Re-envisioning Your W2 Skills Into a Business You'll LOVE!

**"ING" SKILLS
YOU ENJOY**
(High
Engagement)

Project
Management

Accounting/
Budgeting

ANY "ER"S?

Project Manager

Bookkeeper

**PASSIONS/
HOBBIES/
COMMUNITY**

Government
Contracting

Volunteering with
elderly populations



**WHICH CAN
YOU
MONETIZE?**

Outsourced Project
Management for
Government
Contractors

Bookkeeping
services for nursing
homes



B2C (Business to Consumer)

- Target a demographic

B2B (Business to Business)

- Target an industry

B2G (Business to Government)

- Target a sector / offer a service

WHO is your target market?

WHAT urgent problems will they WANT to pay you to help them solve?

WHICH products or services will best serve their needs?

HOW will you market to prospective customers?

HOW MUCH will you charge?

Pat's Coaching Services

WHO is Pat's target market?

Senior leaders in small accounting firms

WHAT urgent problems will customers want to pay Pat to help them solve?

Helping staff, especially early career staff, manage stress during tax season

WHICH products or services will best serve their needs?

Executive coaching and stress management workshops

HOW will Pat market to customers?

- Getting involved with the local chapter of the Maryland Association of CPAs
- Blogging about stress management techniques in accounting firms

Company Name: Count On Coaching

Email: Pat@countoncoaching.com NOT countoncoaching@gmail.com



Pat

How do you set up your branding tools?

- Host a URL (GoDaddy, BlueHost)
- Select a website builder and website host (GoDaddy, Wix, Weebly, Squarespace)
- Create a one-page customer-centric website
- Craft a branded LinkedIn profile
- Host email and hard drive (Office 365)



What might be some stumbling blocks?

- Discouragement at the first glitch
- Expecting immediate results
- Lack of support from family/friends
- Insecurity about your abilities
- Keeping the pipeline full
- Negotiating contracts
- Managing your time / burnout



Develop a trusted network of colleagues
Consider a small business coach / research best practices
Surround yourself with encouraging people!

How can you find 1099 (freelance) work?



- On-demand websites
 - Eg. UpWork, Fiverr, TaskRabbit
 - Best for short-term freelance work
- Staffing firms
 - JustinBradley.com (contract division: Rachel Pellegrini rpellegrini@justinbradley.com)
 - FlexProfessionalsLLC.com (permanent PT)
 - FlexJobs.com
 - Google search: Contract or Temporary Staffing | Part Time Flexible Remote
- Networking / word-of-mouth referrals
 - Associations, former colleagues, clubs, neighbors, friends, place of worship, gym
 - Good for freelance work or building a small business
- Thought leadership
 - Blogs, articles, public speaking
 - Best for establishing yourself as a consultant

Sample "On Demand" 1099 Websites



Thumbtack

snagajob



Postmates

fiverr®



One Space



People per hour



Up Work

Airtasker



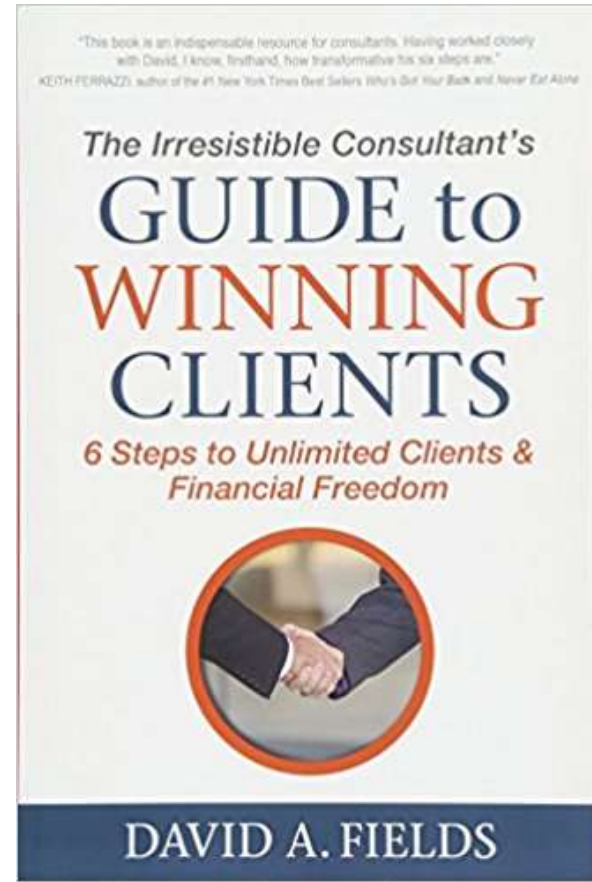
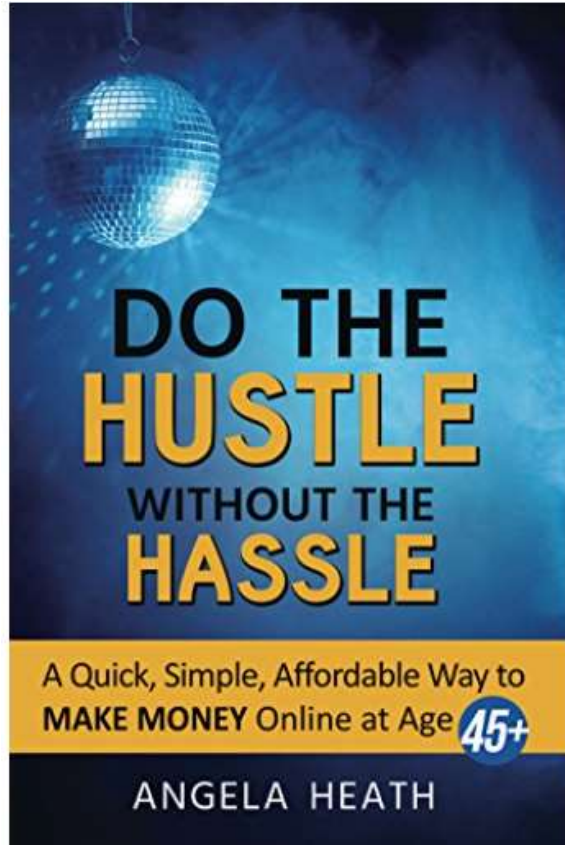
Where can I get ongoing coaching / support?

- SCORE www.score.org
- Small Business Administration: <https://www.sba.gov/business-guide>
- Other “solopreneurs” in your network
- Small business coach: Shira Lotzar shira@purposefulhire.com
- Facebook Group: Baby Boomers Make Money (Angela Heath)
- Business Launch program:
 - Jeff Williams jeff@bizstarters.com



BoomerWorks.org

Offering monthly FREE virtual programs!



Keep in Touch!

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