

GET THE JOB

Rustle Up a Side Hustle

According to an Upwork survey, 39% of the American workforce did some sort of freelance work. That's up 3% from 2021, and the number is likely to grow.

The same survey found that the majority of hiring managers — 66% — planned to increase their use of freelancers in the next few years. Freelance work contributed \$1.35 trillion to the U.S. economy in 2022, and globally, The World Bank says the global gig economy is up to 12% of the total labor market.

WHAT IS A GIG WORKER?

Gig workers are people who receive wages based on the project or gig they complete. It's a flexible work environment for both the employer and employee, as the employee is kept on a temporary basis and can arrange their work and working hours as they see fit.

Some common types of gig workers are freelance writers and IT professionals, tutors and teachers, construction workers, finance professionals, administrative professionals, hospitality workers, drivers for delivery and ride-share platforms and more.



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GETTING THERE FROM HERE

Finding gig employment depends on the industry you're working in. For some ride-share or delivery platforms, it's as easy as downloading an app, filling out some paperwork, and you're off and running.

For industries such as free-

lance writing, however, it's useful to build a portfolio of their work that specifically showcases your talent and expertise. Those working in technology and other fields may want to work on earning certifications and other training to make them more attractive to potential employers.

FINDING THE RIGHT GIG

You can find gig work on online job boards, through business connections or just about anywhere else you'd find regular, permanent employment. Consider creating online profiles for job search sites, including your relevant education, skills, experience and

other details you think would be attractive to a potential employee.

THINGS TO KEEP IN MIND

With gig work, taxes and other withholdings usually don't come out of your check. Talk to a financial professional about what that might mean for you, what sorts of things are deductible and not, and how much you might have to pay at the end of the year. Ask specifically about self-employment taxes and whether they would apply to you.

If you're taking on gig work in addition to full-time work with an employer, make sure your employer knows what you're doing and approves, especially if the gig work is related to your profession.

Be careful, especially if you're doing gig work as your only employment, that your work doesn't become your identity. While gig work can make people really feel at home with themselves, it can also make work the center of their existence. Watch out for symptoms of burnout and have a plan of what to do when you spot them.

Watch for scams. The more popular gig work becomes with honest employees and employers, the more popular it becomes with scammers. Beware any opportunity that asks for money upfront or looks too good to be true.