

INDEPENDENT CONTRACTOR BRAINSTORMING WORKSHEET

Revised 4/2020

You can engage in independent contracting by participating in the gig economy or offering professional services in a specific area of expertise. Use this worksheet to help you think through the type of work you can do as an independent contractor.

THE GIG ECONOMY refers to a growing segment of the labor market, in which clients contract with workers, often via apps, for specific tasks and activities. The gig economy has endless options and often does not require high educational attainment. Learn more about the gig economy and the types of work it encompasses at gigworker.com/start-here.

PROFESSIONAL SERVICES exist in a variety of industries. In addition to participating in the gig economy, individuals may choose to leverage their expertise, skills, abilities, certification, and professional and academic training to offer professional services to the public. The ability to provide them requires experience, passion for a specific type of work, and in some instances, licensing or educational attainment.

There are many different types of independent contract work you can do, allowing you to leverage all the skills, experience and knowledge that you have accumulated over time both inside and outside of school. You can start in the gig economy and work toward offering specialized professional services.

Gig opportunities include:

- Driving for car services such as Uber or Lyft
- Selling products or services on sites such as Etsy or eBay
- Performing music at paid gigs and concerts
- Working for freelance labor apps such as TaskRabbit
- Renting space in your personal home with sites such as Airbnb
- Any one-time, task-based job

Professional services include:

- | | | |
|------------------------|-----------------------|----------------|
| • Accounting | • Graphic design | • Fine art |
| • Advertising | • Website design | • Photography |
| • Legal | • Payroll management | • Landscaping |
| • Medical | • Taxes | • Construction |
| • Engineering | • Writing and editing | • Real estate |
| • Computer programming | | • Cosmetology |

INSTRUCTIONS

Once you have a better idea of what independent contracting is all about, go through the different parts of this worksheet. You can work on parts at a time and come back to it; there is no need to complete the entire worksheet in one seating.

Need help? Please email us at entrepreneurship@immigrantsrising.org to speak to one of our Entrepreneurship Specialists.

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PART I: SELF ASSESSMENT

Think about the types of services you might be able to offer. What skills, experience, or other assets do you have that you can share? Consider that some gigs are for general tasks and others require a specific skill set.

- **What is/was your field of study?**

[Write your answers here]

- **What skills have you acquired within your field from the classes you've taken?**

[Write your answers here]

- **What skills have you acquired within your field outside the classroom?**

[Write your answers here]

- **What type of work experience do you have (paid or unpaid)?**

[Write your answers here]

- **What do you enjoy doing for fun?**

[Write your answers here]

- **What are you passionate about?**

[Write your answers here]

- **Based on these responses, think about the type of services you might be able to offer as an independent contractor. Write down your ideas below.**

[Write your answers here]

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PART II: WORK EXPLORATION

Based on the questions you answered in Part I, do a search on the Internet to identify 5 areas of independent contract work that you think are a good fit and write them down. Try doing a Google search “Independent contracting for XXX majors/industries”

1. *[Write your answers here]*

2.

3.

4.

5.

For each type of work write down the skills, education, training, certification, or licensing that is needed to engage in this type of work. You may have to do additional research beyond what Samaschool offers.

1. *[Write your answers here]*

2.

3.

4.

5.

For each type of work note the marketplaces (i.e. [Upwork](#)) where you can sign up to find clients.

1. *[Write your answers here]*

2.

3.

4.

5.

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PART III: CREATING A PROFILE

Choose one of the marketplaces (i.e. [Upwork](#)) and review a profile of a consultant and answer the following questions:

- **What do you like about the profile?**

[Write your answers here]

- **What characteristics stand out the most in the profile?**

[Write your answers here]

- **Would you contract that person?**

[Write your answers here]

→ Review a few more profiles and answer the same questions as above.

[Write your answers here]

Once you have a better idea about what a good profile looks like, answer the questions below.

- **What type of services would you like to provide?**

[Write your answers here]

- **What makes you different from anyone else doing the same type of work? (Think about previous experience or personality traits)**

[Write your answers here]

- **How long have you been doing this type of work (Include experience in school and outside of school)**

[Write your answers here]

- **Why do you enjoy doing this activity?**

[Write your answers here]

- **Once you have answered these questions, create an “About Me” section that can be used in online platforms. Add it below.**

[Write your answers here]

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PART IV: MARKETING AND PROMOTION

Now that you have an idea of the type of work you would like to do as an independent contractor, you will need to start thinking about marketing your services. You can begin by creating a profile in several marketplaces, but you will likely have to do additional marketing.

Below are a few ways to promote and market yourself:

- Create business cards and add a QR code to link to your website or LinkedIn profile.
 - Purchase inexpensive business cards: www.vistaprint.com
 - Create your free website: www.wix.com
 - Create free QR codes: www.qr-code-generator.com
- Consider creating a flyer/brochure to promote your services.
 - Use free Microsoft Office templates: templates.office.com/en-us/brochures
- Reach out to friends and family to see if they need the service. If not, ask if they can help spread the word. Hand them your business card and flyer/brochure.
- Reach out to professional connections to promote your services. Be specific about the type of services you offer and how they may fill a need.
- Post an ad on social media promoting your services.
 - Learn about FB ads: www.facebook.com/business/ads

Write down the action steps you plan to take to promote your services below.

[Write your answers here]