



Gig Work Resource Guide

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Gig Work

Forbes magazine predicts that in the future, freelance work will dominate over full-time positions. Freelance or “gig” work comprises a variety of categories, including seasonal workers, independent contractors, temporary staff, and consultants. By 2027, 86.5 million people are predicted to be working freelance jobs as a hustle or primary source of income, according to a trends report by Flexiple.

A recent LinkedIn article named the top 10 in-demand freelance jobs, which range from administrative roles such as virtual assistant, to professional consulting in accounting, social media management, and writing, to more technical roles like graphic design and web development.

There are many avenues to find freelance opportunities, including job boards and staffing firms, as well as global freelance platforms where businesses and individuals connect and earn interviews or bid for work.

Check out this Resource Guide for information on 4 of the top gig work platforms.

Upwork

Upwork is a global freelancing platform where businesses or individuals connect. Upwork has 12 million registered freelancers and five million registered clients. Three million jobs are posted annually, worth a total of US \$1 billion, making it the world's largest freelance marketplace. Learn more here: <https://www.upwork.com>.

Upwork offers 12 main skill categories:

- Accounting and Consulting
- Admin Support Customer Service
- Data Science and Analysis
- Design and Creative
- Engineering and Architecture
- IT & Networking
- Legal
- Sales and Marketing
- Translation
- Web, Mobile, & Software Development
- Writing

How does Upwork work?

Once you post your profile, companies will Invite favorite candidates to submit bids. If you are on the shortlist, they'll schedule a chat and decide if you are the right candidate.

Upwork takes a percentage of the payment freelancers receive from clients:

- \$0-\$500 in earnings from a client: 20% service fee applied to earnings.
- \$500.01-\$10,000 in earnings from a client: 10% service fee.
- \$10,000.01 or more in earnings from a client: 5% service fee

Membership fee and number of connects, (sending one proposal costs at least two connects):

- Free: (60 connects when you sign up) 10 connects per month
- Plus: 70 connects plus 10 free connects per month (fee \$14.99/month)



Freelancer is an Australian crowdsourcing marketplace website that allows potential employers to post jobs that freelancers anywhere in the world can then bid to complete. The company was founded in 2009.

Freelancer offers 15 main skill categories and 1 catchall "Jobs for Anyone" category:

- Website, IT & Software
- Mobile Phones and Computing
- Writing & Content
- Design, Media & Architecture
- Data Entry & Admin
- Engineering & Science
- Product Sourcing & Manufacturing
- Sales & Marketing
- Freight, Shipping & Transportation
- Telecommunications
- Education
- Business, Accounting, Human Resources * Legal
- Translation & Languages
- Trades & Services
- Health & Medicine
- Jobs for Anyone

How does Freelancer work?

You can find just about any job you can imagine. Just complete your profile and let the site know your skill sets to match you to the right roles. Learn more here: <https://www.freelancer.com>.

Freelancer takes a percentage of the project payment freelancers receive from clients of 10% for projects and 20% for services.

Membership fee, and bid/skill limits:

- Basic: 50 bid and 50 skills per month (fee \$4.95/month)
- Plus: 100 bid and 80 skills limit per month (\$9.95/month)
- Professional: 300 bid and 100 skills limit per month (\$29.95/month)
- Premier: 1500 bid and 400 skills limit per month (\$59.95/month)



Fiverr

Fiverr.com is the most well-known and popular online marketplace for micro-jobs. It's the best freelance marketplace to buy and sell micro-gigs: short-term gigs with speedy turnaround times, usually within 72 hours. Gigs on Fiverr tend to be smaller — a single blog post or photo — instead of an entire month's worth of content or a complete project. The smaller gig scope allows for faster turnaround and the ability to test a working relationship quickly.

Fiverr offers 9 main skill categories:

- Graphics & Design
- Digital Marketing
- Writing & Translation
- Video & Animation
- Music & Audio
- Programming & Tech
- Business
- Lifestyle
- Data

How does Fiverr work?

Fiverr is a marketplace, not a job site. Instead of employers posting job ads for freelancers to apply to, service providers create a storefront of their offerings, and clients can choose from predetermined gigs based on their needs.

Getting started as a service provider on Fiverr is easy. You will need to create a \$5 gig offering and have it approved by Fiverr. You can start by [Clicking here](#) and creating an account.

Fiverr takes 20% of the project payment freelancers receive from clients for services.

Membership fee and limits:

- There are no membership fees, no limits on the number of bids you can make, and no cost to submit a bid.
- Active gig limit: new seller - 7 gigs, Level one - 10 gigs, Level two - 20 gigs



LinkedIn Service Provider

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Service providers (freelancers and small business owners who offer a service) can create a Service Page on LinkedIn. Service Pages are free dedicated landing pages that showcase services and businesses, and operate on a request and proposal model. Potential clients can contact providers for free, regardless of connection degree.

To create a Service Page:

1. Click the **Me** icon at the top of your LinkedIn homepage.
2. Click the **View Profile** button.
3. Click the **Open to** button and select **Providing services**.
4. Select **Providing services**.
5. Click the **Continue** button after reviewing **How it works**.
6. Complete the Service Page setup information.
 - a. You can add up to 10 services from the following categories:
 - Accounting
 - Coaching & Mentoring
 - Consulting
 - Design
 - Events
 - Finance
 - Home Improvement
 - Information Technology
 - Insurance
 - Law
 - Marketing
 - Operations
 - Photography
 - Real Estate
 - Software Development
 - Writing
7. Click the **Next** button.
8. Preview the information that will appear on your Service Page.
9. Click the **Publish** button to make your Service Page viewable by members.

There are no fees or limits to the number of Service Provider requests that you can respond to.



LinkedIn Service Provider

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As a Service Provider, you set your own prices and offer an estimate. Once you have set up your Service Page you can access the admin view. The LinkedIn Service Page admin view is a centralized place for you to manage requests from clients, projects you've submitted a proposal to, and a list of clients you've requested to review your level of service.

To access your admin view:

1. Click the **Me** icon at the top of your LinkedIn homepage.
2. Click the **View Profile** button.
3. In the **Providing services** module, click **See all details**.
4. In the **Admin view** module, click **Service page**, **New requests**, **Client projects**, or **Reviews status**.

In general, the steps to work with a service provider on LinkedIn are:

1. A potential client searches for a provider on LinkedIn or through the Services Marketplace. When the client clicks on a provider, they're directed to the provider's Service Page.
2. The client submits a project request (RFP) to a provider.
3. The provider responds with a proposal to express interest in the project.
4. Once the client receives a desirable proposal, the client and provider agree on the terms of the project and the provider completes the work.
5. Payment for project completion happens through the service provider's preferred process, outside of LinkedIn.com.
6. The provider can invite the client to write a review.



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