

10 Ten rules for the Gig economy!



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Covid19 is unique in all aspects, challenged us financially, changed the ways of social life and send workers to unemployment. At the same time it also united us, to fight not the axis of evil as in the 40s, but against 1gram of a virus (accumulated weight of all covid viruses out there!). Seriously, 8 billion of human mass against 1 gram, can you imagine that?

Will Covid19 be a turning point?

Back in 1914, workers started earning more rights for the labour they provided. We could say that even behind this disruption was a Greek from Crete, [Elias Spantidakis](#). He fought the Rockefeller family together with other miners for limiting working hours, having pensions, health insurance. All those hard-earned labour rights now seem to be up for negotiation, a move towards everyone for himself and no safety nets, because is good for business and growth.

I am not going to defend either side or criticise the situation negatively because I know that market needs inflation and deflation. Is also good for the human to have to some level some crisis to shake them from comfort zones. I choose to see the posi-

tive and that is learning to adapt, growing by learning new ways.

The main question remains, how do we cope with those new labour parameters? What do we need to do in order to improve employment ability and financial independence? Universal Basic Income (UBI) was tested prior to Covid19 and results were mixed. What life one can have with such a basic income? Probably a life of stasis, enjoying himself with virtual reality Netflix entertainment.

With this article, I want to inspire you, to show some examples and ways that you could use in order to adapt fast to the rippling effects of Covid19.

Welcome to the gig economy!

The gig economy is a free market system on which temporary positions are common and organisations hire independent workers for short-term commitments. The term “gig” is a slang word for a job that lasts for a specific period. The term comes from musicians, as they do a “gig” playing from one club to another, getting paid for offering their talents but every time for a different business owner and audience.

In essence, they are short-term contracts, a specified job with probably well-defined deliverables. Where you are responsible for your health insurance, tax collection, office equipment. This will be the new norm, slowly but surely all of us will become part of this new type of economy, so get prepared.

Rules of the economy

Rule number 1: Always have a written contract with your customer

Templates for contracts for [freelance work can be found online](#). The contract must have an accurate description of the work assigned, the deliverables listed. The duration in terms of length of the project and daily allocation. If the work is for software or creative, a clause on how any IP created from the contract will be handled is mandatory. Liabilities waivers are good clauses in order not to become the scapegoats nor have claims against you in case of a bad day. Finally, a super good idea is to have an arbitration clause in case a conflict arises between the two parties. Will advise you also to do a bit of financial checking on your customer so you don't end up doing work and not getting paid.

Rule number 2: The learning curve

Every single person on a new task has a learning curve. No matter how much expertise he carries, he is rookie and needs supervision. The difference between experts and the others is that the time needed to reach top performance is less than others. However, this requires that your customer invests time in you, explaining and giving information. Otherwise, expectations are set wrong, misunderstandings surface and conflict might be the end result. Schedule meetings for weekly reviews and communication.

Rule number 3: The digital nomad lifestyle

In a gig economy, if you reach to be as good as the



40% of your competitors then you can afford to work from Bali. If you are in the top 20% then life gets very interesting with pools and nice cars. Most of us are on the 60% that makes an ordinary living, locked in-home office. That work style has many faults. Social isolation is not good, so maintain an active social life. Gets boring after a while to watch the same walls and furniture. Is nice at the start but then becomes a comfort zone that needs to be shaken. Keep that in mind.

Rule number 4: Always look for your next contract before the end of the old one

Don't wait for the very last minute to find your next contract. Go out there, network as much as you can and keep a prospects list of potential customers. The best, of course, could be that your customer likes you so much that expands your contract, or offers you a permanent job. Nevertheless,

cover your risk and keep going all the time.
Is good also to keep a record, how many leads, how many contracts, so you can improve your closing rates. Self-reflection is mandatory because there is no one out there to do it for you.

Rule number 5: Customer satisfaction must be your main goal

Build up your reputation with good and satisfied customers. The best proof of a satisfying customer is that he recommends you to another one. Have that as a goal.

There might be times that things could go wrong, we are not in peak performance all the time. There might even be that customer has lost his mind and just wants to hire some to release his anger.

Rule number 6: Constantly upskilling

Invest in your learning constantly. You need to build a mindset that knows:

- A) How to find information on the internet. Learn to frame the questions on your searches correctly.
- B) Develop a habit to have a mentor or a coach. Become also coach because sometimes is easier to learn about us when we transfer info to others. [ALLILON](#) was build to do exactly that, so go and find an expert to become your coach now!
- C) Buy online courses and watch the videos instead of Netflix, in fact never open again your TV. Your mind will be much freer with this simple act.
- D) Document your learnings in your diary, what went right, what went wrong. Keep some statistics about the time allocated, services like [Toggl](#) from Estonia is fantastic.
- E) Develop a habit to write and publish your observations and share them with others. The quality of a scientist is measured with a number of publications. You want to give

examples of how you think and how you successfully deliver customer satisfaction.

Rule number 7: Cope with failure

The road to becoming successful is to learn that failure means nothing. The embarrassment, the humiliation, the bad mouthing, all that has zero value. Do you accept to be zero because you tried and failed or you want to learn from it and try again? Never give up thus develop a strategy to cope with any kind of failure. A dear friend could be a great asset, walking in forests could rejuvenate your brain. Avoid the black holes like too much alcohol, that many adults are going through but never say anything nor seek for help. I'm sure that you will agree with the Darwinian theory of the survival of the fittest after few years as a freelancer. So observe the winners and learn from them.

Rule number 8: Find your platforms to create job profiles

If you are on Facebook, close the account now. It a time-waster, unless is used for promotion. Go instead to [UPWORK](#), make a profile and start bidding for contracts. UPWORK is a large community of experts primarily for the Software Industry. If you are an artist, graphic designer, you can also create a profile at [Fivver](#). There you can sell a small “product” like let’s say a tailor-made video card for happy birthdays. If you have no expertise you can still join the gig economy doing testing, or the virtual secretary for a businessperson. Just search the web for keywords like micro-tasking jobs, gig economy, etc (remember rule number 6, always learn).

Rule number 9: Industrial revolution has been replaced by the network economy

If you are not in [LinkedIn](#), join now and start building up your network. If someone sends you a request to be part of his network accept. Send the

next moment an email asking for a 15 min introduction call, get connected for real, not just another contact number. Participate in discussions or forums related to your profession. Remember that everything is recorded thus be extremely careful antagonizing others online. Go to work at coworking spaces, take a seat and mingle with other gig economy experts. Attend events online or conferences, by all means, have your face being visible to others, that you are there and ready to work.

Rule number 10: Volunteer for the common good

If you have plenty of non-billable hours then become a local volunteer champion for something. The answer to what is inside you, what bothers you the most? Garbage, go out and pick them up. Care and give to the whole community as much as you can. Not because is required for your next job but because you get positive energy for doing something for the whole that we all belong to it. One day your efforts will be recognized and surely you will inspire others. Little by little the world can take a positive spin to a better future.

Living the transformation

Finally, the transformation of the economy, whatever that might be, will be hard for all. The mathematics of communism and capitalism have limitations. Earth does not have unlimited resources to cope with the demands of the consumer society that we built in the last century. The amount of people is increasing, corporations still focus on shareholder profits, the whole internet lives on making us consume more. Is a destructive equation that leads surely to a future that brings a fight for resources, a fight among us. Circular economy, concepts such as social debt, corporate responsibility are only now starting to influence the next generation. Until they figure out a way to balance the demand and supply, to provide to all a good quality of life, we will need to be competitive and con-

stantly learning.

We must demonstrate maximum flexibility and adjust to the realities of life. Gig economy and entrepreneurship should be included in the educational curriculum. Until then, I hope that gave you some information on what you could do to improve your employment ability options.

¹ A company based in Santa Clara and San Francisco, USA, with two Greeks amongst the five founders.
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