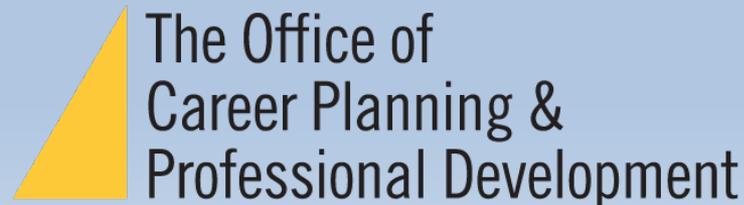


The Challenges and Rewards of the Freelance Life

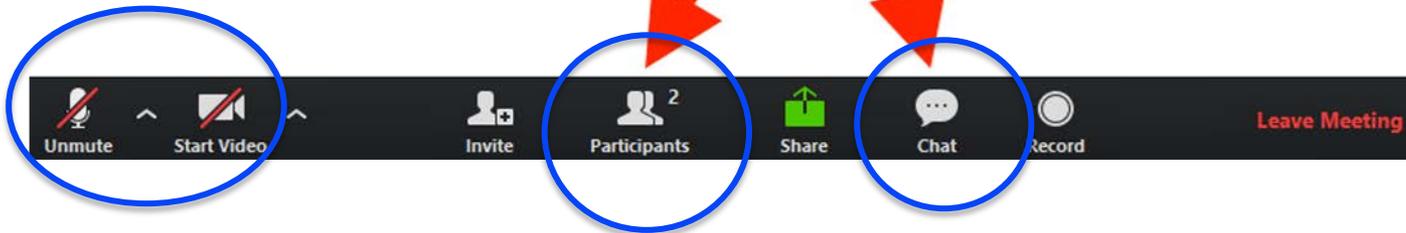
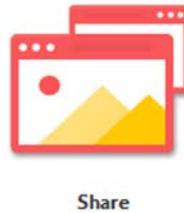
Office of Career Planning and Professional
Development

careerplan@gc.cuny.edu

The Graduate Center, room 3300.08



Zoom Controls



Recording!

- This presentation is being recorded
- We will send the recording, the presentation slides, handouts, and resources to everyone by next week
- The recording will be available for listening on our website



About the Office of Career Planning and Professional Development (OCP&PD)

We serve all students and alumni who are current students or have graduated from the CUNY Graduate Center; our services include:

- **One-on-one career advising sessions** (typically 50 minutes) focused on job search, career concerns, and career self-assessment; also walk-in sessions (Mon and Wed)
- **Workshops and webinars** highlighting career development and job search basics (e.g., writing a CV or resume, the nuts and bolts of the academic job search)
- **Career events** featuring alumni and others from various industries, such as big data, government, and community colleges, to name a few
- **Website** with information and blog posts on a variety of career-related topics, including faculty and non-academic job search advice, information on specific career fields, etc.

OCP&PD Career Resources

Recorded Webinars



A library of approximately 25+ previous webinars available for listening – *examples include:*

- Preparing for the Academic Job Market
- How to Network and Build Your Connections
- Mastering the Job Interview

Find at: <https://careerplan.commonsgc.cuny.edu/services/webinars>

Alumni Aloud Podcast

Interviews with alumni in various fields who share their career journeys and tips for the job search – *examples include:*

- Art History at MoMA
- Economics and Sociology at IBM
- Biology at U.S. Fish and Wildlife

Find at: <https://careerplan.commonsgc.cuny.edu/services/alumni-aloud>



OCP&PD Career Resources

Career Planning Guide

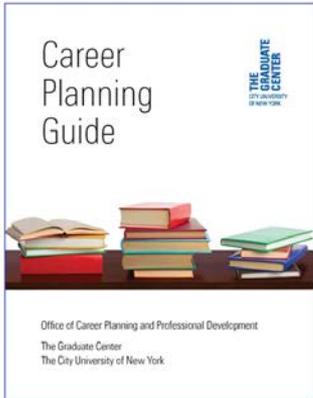
Our Career Planning Guide provides an introduction to common career-related topics, including career exploration, networking, applying for grants, job searching, preparing written materials, and interviewing. It also provides samples of job search materials from GC students.

Find at: <https://careerplan.commonsgc.cuny.edu/resources/guide>

Vault Career Guides

An online resource featuring downloadable career guides on a variety of industries from investment banking to library careers

Find at: <https://careerplan.commonsgc.cuny.edu/tools>



OCP&PD Career Resources



Imagine PhD

Online career planning and exploration tool for humanities/social science students and graduates thinking about careers outside of academia; includes:

- Interest, skills, and values exercises
- Resources for various career paths

Find at: <https://careerplan.commonsgc.cuny.edu/tools/imaginephd>



myIDP

Online career-planning and exploration tool tailored to meet the needs of PhD students and postdocs in the sciences; includes:

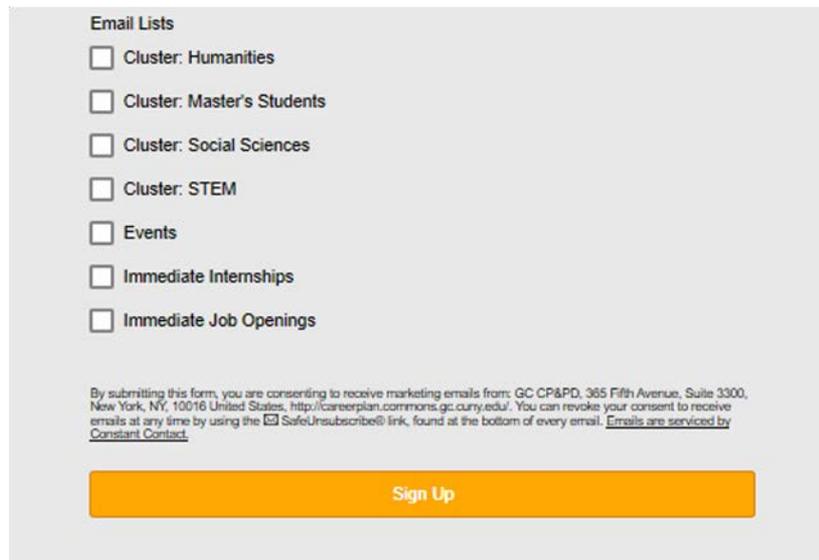
- Interest, skills, and values exercises
- Resources for various career paths

Find at: <https://careerplan.commonsgc.cuny.edu/tools/myidp>

OCP&PD Email Lists

Sign Up for Our Email Lists!

Get news about jobs, funding opportunities, upcoming events, and more directly from the GC Office of Career Planning and Professional Development



Email Lists

- Cluster: Humanities
- Cluster: Master's Students
- Cluster: Social Sciences
- Cluster: STEM
- Events
- Immediate Internships
- Immediate Job Openings

By submitting this form, you are consenting to receive marketing emails from: GC CP&PD, 365 Fifth Avenue, Suite 3300, New York, NY, 10016 United States, <http://careerplan.commonsgc.cuny.edu/>. You can revoke your consent to receive emails at any time by using the SafeUnsubscribe@link, found at the bottom of every email. [Emails are serviced by Constant Contact.](#)

[Sign Up](#)

Find at: <https://careerplan.commonsgc.cuny.edu/services>

50 Jobs in 60 Years

- My freelance life
- 20 freelance jobs in 22 years
- College drop-out jobs
- My reasons for freelancing



Reasons for this Workshop

- Freelancing is a growing part of the economy
- You might choose this as a life-style but you should know what you're getting into
- Involuntary freelancing and entrepreneurship



Webinar Agenda

- Origins, Definitions and Other Terms for Freelancers
- Typical Freelance Jobs
- Freelancers by the Numbers
- Are you Cut Out to be a Freelancer?
- Advantages and Disadvantages of Freelancing
- How to Get Started—Creating Your Freelancer Brand
- An intermediate Pathway
- Resources



Origins and History of Freelancing

- Sir Walter Scott
- A tempting option in good times and bad
- The Merger Era
- Technology has made it easier to be a Freelancer



Definitions of Freelancing

- Temporary or part-time worker
- Self-employed
- Not committed to a particular employer on a long-term basis
- Shifts from project to project



Freelance Titles

Freelancers are also known as...

- Consultants
- Independent Contractors/Independent Workers
- Temps
- Part-timers
- Seasonal Workers
- The Contingent Workforce (Contingent Workers)
- Contract Workers
- On Call Workers
- Self-Employed
- Leased Workers
- Moonlighters



Typical Freelance Jobs

- Actors, Writers, Artists, Models
- Reporters, Journalists, Photographers
- Proofreaders, Editors
- IT Professionals, Web Designers
- Adjuncts, Tutors, Trainers
- Salespeople
- Lawyers, Doctors
- Childcare Workers
- Home Healthcare Workers
- Domestic Workers



Typical Freelance Jobs (2)

- Uber and Lyft Drivers
- Servers
- Agricultural Workers
- Stadium Vendors
- House Painters
- Real Estate Agents
- Interns
- Career Counselors



POLL

Freelancers by the Numbers

Survey commissioned by Upwork and the Freelancers Union:

- 57,000,000 Freelancers in the U.S.
- 35% of the Workforce
- Full-time Freelancers increased from 17% in 2014 to 28% in 2019
- \$1 Trillion to the economy—5% of the GDP
- 53% of Gen. Z (18-22) freelance; younger people are more likely to freelance; half of all freelancers are under the age of 38
- 41% of people with advanced degrees freelance
- 45% of Freelancers are in skilled services; 25% sell goods; 30% sell unskilled labor services

Freelance Numbers (2)

- 3 in 4 work remotely (Pre-pandemic)
- 60% of Freelancers say they started by choice
- 24% of Freelancers purchase health insurance on their own
- The median hourly rate among skilled Freelancers is \$28 an hour; \$20 an hour among all Freelancers
- **POLL**



Quiz



Are you cut out to be a Freelancer?

1. Are you a self starter?
2. Are you a leader?
3. Do you welcome responsibility?
4. Are you a hard worker?
5. Are you highly organized?
6. Are you disciplined?
7. Are you outgoing enough to sell yourself?
8. Can you live with insecurity?
9. Do you make decisions easily?
10. Can you stand the constant pressure to find new work?
11. Are you in good health?
12. Are you resourceful and agile?
13. Do you have a marketable skill or idea?
14. Do you have experience in the area you hope to freelance in?
15. Can you live without praise?

Advantages for the Employer

- Access to a more flexible workforce that can adjust to the needs of the business
- Help on specialized or seasonal projects
- Access to professionals and experts
- A way to size up potential employees
- Reduced benefits and retirement costs
- In times of economic difficulty, a company can lay off contingent workers before reducing the ranks of core employees
- Doesn't need to train employees
- No labor unions to deal with



Disadvantages for the Employer

- Contingent Workers/Freelancers may lack commitment to the organization and might have a higher turnover rate
- Core workers might feel threatened and there might be difficulties in collaborating
- Using contingent workers might hurt morale



Advantages for Both

- Employers and freelancers have the opportunity to size each other up before committing to a more permanent employment relationship (test the waters)
- The short-term targeted relationship can meet the needs of both the employer and the freelancer



Advantages of the Freelance Life

- Flexibility in work hours and location; your schedule is often your own
- Flexibility to deal with childcare or taking care of a sick or elderly relative
- Constantly learning and developing skills
- Meeting new people
- Exercising creativity; working in your true calling
- You're the boss—you get to choose the projects
- Owner takes all
- The high from the challenge—a dynamic lifestyle
- If you lose one job, there are still others
- Tax Deductible Business Expenses
- It can be an alternative to being unhappy in your job



Disadvantages of the Freelance Life

- Lack of health insurance and other benefits
- You can't get sick
- The Flexibility trap—it's hard to turn down work
- Lack of structure
- Isolation
- Lack of guaranteed income or job security—wage theft
- Constant transitions
- Risk of failure
- You foot the bill for training
- Blurring of work and home life



Tangible Needs for Freelancers

- A lawyer and an accountant/tax professional
- Equipment—home office
- A business plan with goals
- Potential clients
- A website
- Business cards
- Technical skills
- Social media presence
- Credit



Intangible Needs of Freelancers

- Risk tolerance
- Passion, drive
- Great communications skills
- A financial cushion to fall back on
- A network of contacts
- A support network
- Tenacity—a stomach for setbacks
- A structure and a schedule
- Time management skills, multi-tasking abilities
- Good negotiating skills
- An area of expertise that is in demand



Create a Freelancer Brand

- Focus on a skill that you have and how those skills could be applied as a freelancer
- Research the demand for your skills/service
- Talk to established freelancers
- Think about a need that you can fill
- Identify how much you will charge
- Reliability and professionalism
- The ability to turn down a job



What Makes a Good Freelancer?

- Business Skills
- Technical Skills
- Organizational Skills
- Self-discipline
- Communication Skills
- Ability to build a network of contacts—friends, colleagues, business associates, vendors, and clients
- Marketing
- Adapting, changing



An Intermediate Pathway

- Don't give up your day job
- Side hustles
- Freelancing full-time does not preclude a return to a “regular job”



Freelancer Resources

Freelancer's Union:

- www.freelancersunion.org
- Free to join—500,000 members
- Provides political advocacy on freelancer issues
- Offers curated health insurance plans through partnerships
- Free webinars and blog posts on relevant freelance topics
- Join a community of freelancers-monthly city-based meetings
- The freelancer hub in Brooklyn is now closed as they explore new locations



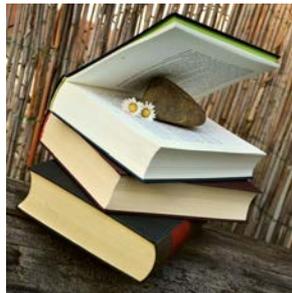
Freelancer Websites

Freelancer Job Boards and Staffing Agencies:

- [freelancer.com](https://www.freelancer.com)
- [upwork.com](https://www.upwork.com)
- [flexjobs.com](https://www.flexjobs.com)
- [peopleperhour.com](https://www.peopleperhour.com)
- [mediabistro.com](https://www.mediabistro.com)
- [freelancedaily.net](https://www.freelancedaily.net)
- [ihirepublishing.com](https://www.ihirepublishing.com)
- [freelancewritinggigs.com](https://www.freelancewritinggigs.com)
- [contena.com](https://www.contena.com)
- [textbroker.com](https://www.textbroker.com)
- [probloggger.com](https://www.probloggger.com)
- [aquent.com](https://www.aquent.com)
- [guru.com](https://www.guru.com)
- [adecco.com](https://www.adecco.com)

Freelancer Books

- *The Freelancer's Bible* (Sara Horowitz)
- *The Ultimate Freelancer Guide* (Ian Balina)
- *The Freelance Survival Guide* (Kristina Kathryn Rusch)
- *The Freelancer Manifesto* (Steve Roller)
- *Freelancer's Guide to Getting Started* (Curtis McHale)
- *Brilliant Freelancer* (Leif Kendall)
- *The Freelance Business: Gig Economy* (Steven Depoy)
- *Stop Thinking Like a Freelancer* (Liam Vetch)
- *Book Yourself Solid* (Michael Port)
- *Side Hustle* (Chris Guillebeau)



QUESTIONS?

