



GIG Assessment

(Generating Ideas for Gigs)

Discover your unique offering that the marketplace is waiting to purchase.

gig economy:

economic activity that involves the use of temporary or freelance workers to perform jobs typically in the service sector
(merriam-webster.com)

NOTE: This resource focuses on professional contract opportunities that support traditional business functions. Gig work such as ridership, delivery, event staffing, pet sitting, housekeeping and errands are not explored in this tool. Neither does it include the manufacturing or selling of products. A paid version of this tool includes a self-employment assessment and guides you in validating your ideas.

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Congratulations!

A 360 View of You

These are exciting times; prospects for contract work are at an all-time high and new possibilities are being introduced daily. Technology has made it easier than ever to earn income as a contract worker. Many in the gig economy have turned hobbies into side hustles, utilized skills that were thought to be useless, and left unfulfilling jobs to build very profitable businesses. The gig economy has been called the future of work. The quicker you understand how to work in it, the better.

Consider these statistics:

- 1/3 of U.S. workers are opting to become self-employed.
- Millennials and baby boomers represent 37% and 35% of full-time independent workers.
- Independent contracting and consulting represent a \$4.5 trillion global business opportunity.
- 84% of freelancers are living their preferred lifestyle compared to 54% of traditional employees.
- By 2023, 52% of the US workforce will have engaged in gig work at some point in their career.

Knowing the type of gig work (contracts) you want to secure may be simple for some. Others, however, may not have a clue about their offering. If you are still searching for your opportunities or interested in expanding them, this worksheet will help you. Many have found it insightful, especially when they desired a different type of work than what they have always done. It allows individuals to examine their skills, talents and passions with the fresh eye of previously-unexplored possibility.

You have more to offer than your last job description records. This first step is a brain dumping exercise where you look at who you are in totality for maybe the first time in years.

On the next page, list as many of your unique qualities as possible. Be exhaustive. Think back to areas of promise from childhood. What were your natural abilities? What assistance did you offer to others? Think about the tasks that make you happy and lose track of time. Don't make any judgments about whether you can earn income with a particular quality.

Use these prompts to help you dig deeper to uncover more of the real you:

- **My Talents Include:** (Natural qualities and aptitude like painting, fixing things, drawing).
- **My Hard Skills Are:** (Knowledge and abilities that have been learned or practiced like programming, speaking a foreign language, accounting).
- **My Unique Life Experience:** (What has happened in your life that others want to understand?).
- **Special Training and Certifications**
- **Hobbies:** (Activities done strictly for pleasure).
- **Curiosity:** (List things that peak your interest. What do you want to learn more about?).
- **Passion:** (What arouses deep emotions in you such as a cause or a goal?).
- **Physical Capacity:** (Do you have a special physical ability?).



My Brilliance Worksheet

Talents:

Hard Skills:

My Expertise:

Life Experience:

Training & Certifications:

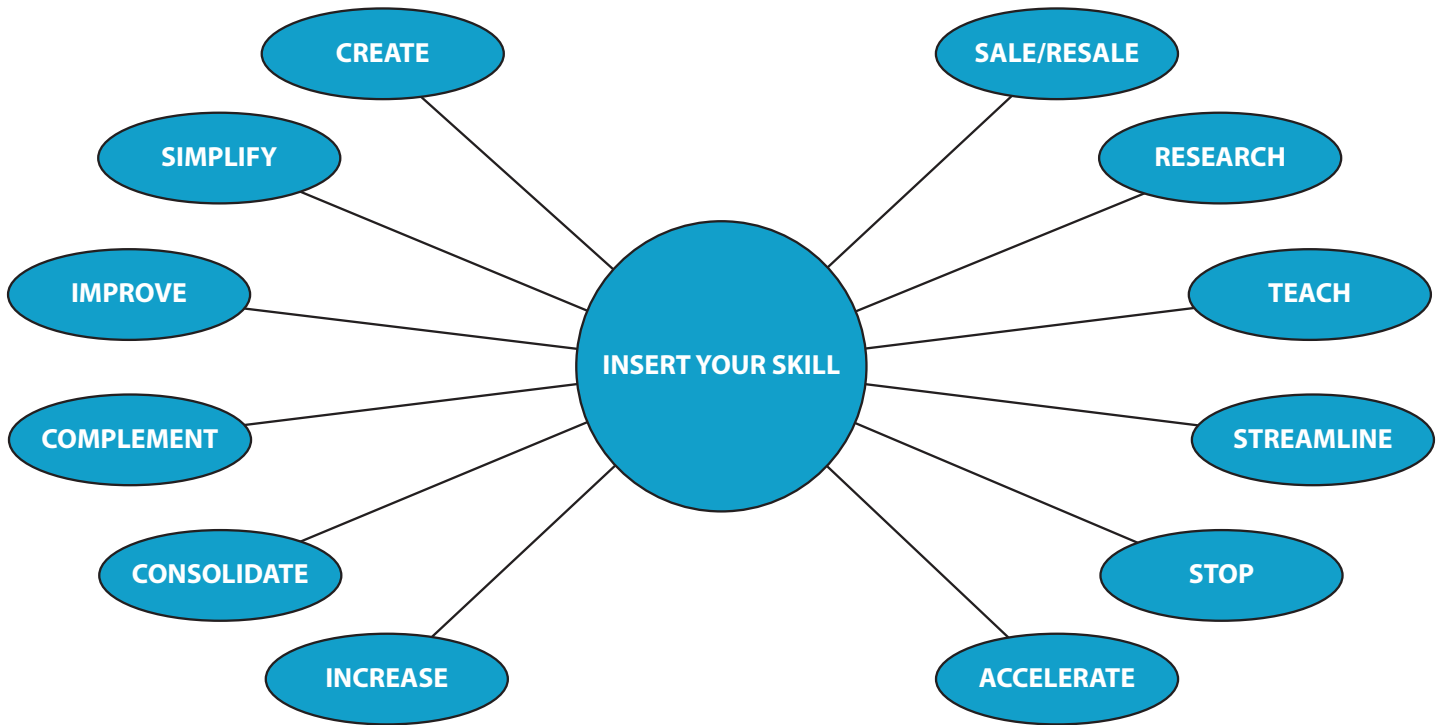
Hobbies:

Curiosity:

Passion:

Physical Capacity:

Apply My Brilliance



For each of your areas of brilliance recorded on page 3, ask yourself how you can use it to create another stream of revenue. The verbs provided on the chart above will help you think of new ways to apply your skills. Below are a couple of examples of how to identify potential gigs.

For example, if one of your talents is photography, applying the chart above perhaps you could create business collateral, improve marketing images, complement graphic designers or videographers, sell photos, research photography equipment, or teach photography.

Here is another example. If you have the skill of project management in the commercial construction industry, you may be able to simplify project management for new construction companies or in the residential construction industry, complement home remodeling companies, improve commercial real estate management, streamline the building permits and licensing process, teach the basics of commercial construction, or stop waste, project delays and project over-runs.

After examining each of your talents using this chart, make a short list of potential gig activities that might interest you AND where there is a market.

If you would like assistance with the next steps of building a profitable “gig-pire,” a company built on contract work, contact our offices at info@tkcincorporated.com. We offer coaching and training programs to assist you. Visit our website for information, tools and helpful resources – www.tkcincorporated.com.