

**Self-Employment is the New Normal!**  
**Be Prepared to Talk about it and Respond**  
Monday April 12, 2021

- Next TNL: April 13<sup>th</sup> at 7:30 Pm CT [www.allaboutmannatech.com](http://www.allaboutmannatech.com)
- This week's "Product Focus:" GI-Defense
- Are you on your way to Hawaii with us??? Tracking report is now in SuccessTracker
- Click link to order the updated 4 core brochures (Updated with new price and Catalyst):  
<https://www.mannatrain.net/order-materials.html>

Article on fortunly.com February, 2021

**Gig Economy Stats and Facts:** And WHAT this means to us, as Network Marketers?

1. More than 1/3rd of US workers (36%) participate in the gig economy, either through primary or secondary jobs.
  - a. Great statistic to allow people to know they are just following the norm today by joining you.
  - b. *"1 out of 3 are already in a side GIG or doing it full time...what about you?"*
  - c. *"Let me talk to you about my GIG...then you can make a choice. If you think it's a fit great. If not, great."*
2. More than 90% of Americans would consider freelancing or independent contracting work
  - a. *"With this amount of Americans statistically OPEN for this work, this truly gives you a sense that we can build a business together, providing this opportunity to others, doesn't it?"*
3. Nearly 60% of independent GIG workers consider their working conditions to be flexible
  - a. In examining all you want to get done everyday, is flexibility an important issue to you? Do you think it is important to others as well?
  - b. If so, this statistic will excite you...  
*"It is one of the incredible aspects of my life because I have 101 things to do each day and can work around all of them! I dictate when I work and when I don't. Never would a job give me that flexibility."*
4. It is projected that by 2023, more than half (52%) of the US workforce will either be Gig economy workers or have worked independently at some point in their career
  - a. *"If you were to select a GIG type work what do you think you would most like to do?"*
  - b. *"Do you understand the critical importance of making timely decisions to take advantage of major trends so they just carry you to success?"*
  - c. *"If you really are not very creative when it comes to making things from home you might want to sell, why not market other peoples' products? one's that you can truly believe in? Develop a "workforce" of friends and others, giving them the same opportunity as you have and do it together!" "This is about the POWER of community...Great Idea?"*

5. The main reason people look for jobs in the gig market is to attain better work-life balance, with 70% of freelance survey respondents confirming this.
  - a. *"What does work/life balance look like to you? I mean really if you had some choice would you work 3- 4 hours a day or 8-10?"*
  
6. Millennials and baby boomers dominate the gig work market, comprising 37% and 35% of full-time independent workers respectively.
  - a. *"Do you know anyone in those age ranges? Exactly, most of who we know. And many are looking so does this appear to be a great opportunity to support many of those to establish greater financial security?"*
  
7. 54% of America's independent workers are male.
  - a. So, it is almost equal men and women who are interested in this GIG Economy. So if a guy or a gal says that GIG's are for the opposite sex... *"Do you actually know that the statistics show it is almost equal with men at 54%?"*
  
8. GIG Economy income statistics: on average gig workers earn about 58% less than full-time employees
  - a. *"About how much do you think full time workers make? Well, they took the statistics of all the GIG workers a year, many of whom work 25-35% of the hours they used to and found they make over 40% of full-time employees." What does this mean? Work 25% of time and make 40% of income! Means the average pay is a lot higher for GIG than full time!"*
  
9. GIG economy statistics by race: 74.6% of all contingent workers are white
  
10. More than half of GIG workers don't have access to employer provided benefits (54%).
 

*"Did you know that as a GIG worker you can take advantage of a lot of benefits in terms of saving for retirement, kids college education, tax write-offs to help you put more of every dollar into your pocket versus Uncle Sam?"*
  
11. 48% of millennials (GenY) use the gig economy platform to find work or engage with clients
 

Use this statistic for those who are 25-40 today.

*"Wow did you realize that virtually half of all adults your age in the millennial group are participating in the Gig Economy already? Why not you? And in an industry (HEALTH) that everyone is interested in today, especially post-pandemic. "*
  
12. How many workers in the US work from home or remotely? Between 20% and 25% of the US workforce telecommute at least occasionally.
 

*"This work from home community is now around 25% of our workforce. You can be on the front edge of the curve or the tail end...your choice."*
  
13. Gig economy job statistics: according to the latest available data, the largest employer of US Gig workers is actually the government/public sector.

14. 93% of freelancers who have a four-year university degree consider training to be important for the work they currently do.

*"I know you have a college degree and hate not using that directly. But did you know that 93% of freelancers feel their college degree is important for what they are doing in the GIG economy?"*

15. According to data analysis conducted by leading freelance websites, the highest-paying jobs for independent workers are in the fields of artificial intelligence and blockchain architecture

16. 63% of workers take part in the gig economy because a portfolio of clients is more reliable than working with a single employer.

a. *"With our GIG opportunity you have clients that can last for a lifetime supporting you. I have been in this opportunity for over \_\_\_ years and there are hundreds who continue to buy monthly providing me a great stream of residual income."*

b. *"I find that the hundreds of customers and associates I have provide me MUCH MORE security than 1 employer. My business actually thrived through the Pandemic."*

17. There are roughly 170 GIG economy companies in the US that only hire remote workers.

a. Opportunities are everywhere and growing!

*Even with the multitude of opportunities, many still are tied to corporate and require reporting and results or you "are fired." Here you are working for yourself...you are your own boss!"*

18. The top US states for remote workers are Delaware, Washington, New Hampshire, Colorado and Georgia.

19. 73% of Gen Z freelancers have engaged in the gig economy by choice, compared to 66% of baby boomers and only 64% of millennials.

a. Gen Z: Born 1997-2012

b. Millennials (Gen Y): Born 1981-1996

c. Gen X : Born 1965-1980

d. Baby boomers: Born 1946-1964

20. Americans spent 1.07 billion hours per week on freelancing pre-Covid-19.

a. Projections for post-COVID are even higher as people look for greater sources of residual cash flow...protecting them from other possible unforeseen financial crises.

*"The timing of starting a GIG could not be better as there are millions looking and you have an incredible opportunity to capture many of those in your new business!"*

21. 57% of gig economy workers say they work more than 40 hours per week.

*"Not me! And my Gig is growing every month! I love the freedom to pick and choose, but still layer every day with the basics to building. Core 4 activities, and then Check in and support your Team."*

22. 53% of fulltime gig economy workers participate in political activities.

23. The total freelancing income is almost \$1.2 trillion...and growing!  
*"Wouldn't you like a piece of that? It is only projected to continue growing but those in earlier may have an advantage especially in attracting partners! I have been in for 25 years and you can always attach that to your credentials as you will be my business partner."*
24. Almost 90% of American's freelancers wish education prepared them better for gig work.
- a. For our opportunity, it is absolute great for everyone as it requires no prior education! *"Do you like 'equal opportunities' when you get to share with anyone?" The reason I love it is that it requires no natural aptitude, pre-existing education or sphere of influence." WHAT DOES THIS MEAN?*
- 1) It means anyone and everyone can do it.
  - 2) It means no matter your background, education, pre-existing talents, this is something you can do.
  - 3) Some of us can think of people who are really talented and approach them to get greater freedom in their lives. For others who have little or no talents, or see very little opportunity for them, this is it!
- b. *Come on board and learn the GIG economy with me. If after 6-12months you find it is not for you, you will have learned what it takes to truly be an entrepreneur which could serve you on your next venture." But of course, I will be right in there helping you achieve your goals, to keep you on board and excited about the opportunity. I have been in for \_\_ (25) years now!"*