

Virtual Gig Career Workbook Facilitation Guide



Exercises for Supporting Youth Entry and
Success in Online Work and Beyond





Acknowledgments

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INTRODUCTION



Welcome facilitator! This workbook provides exercises to help youth find, secure, and successfully complete virtual gig jobs, and then leverage the learning and experience to achieve their future professional goals, whether it be long-term dignified careers or entrepreneurship. In this workbook, a virtual gig refers to jobs in the gig economy¹ that are performed using digital devices. Individuals that work on these jobs will be referred to as “virtual giggers.” The content specifically prepares youth to obtain tech-enabled work or work that requires intermediate digital skills and uses varying degrees of digital technology (e.g. transcription, graphic design, etc). It also helps youth visualize potential career paths that can be accessed through virtual gig work experience.

The exercises in this workbook are drawn from [IREX’s Skills for Virtual Gigs Initiative](#), implemented in collaboration with KaziRemote and the Kenya Ministry of ICT, Youth, and Innovation, which equipped youth in Mombasa, Kenya with key digital and soft skills² that are necessary for securing virtual gigs and leveraging their learning and experience for long-term career opportunities and entrepreneurship. As the world of work diversifies with increasing online work opportunities, it is essential to provide youth with the knowledge and support they need to explore online work opportunities for self-employment in order to generate income, learn and practice professional skills, and gain work experience that youth can use for their future professions or businesses.

Challenges & Barriers in Virtual Gigs



While virtual gigs can expose youth to opportunities for work and self-employment or entrepreneurship, the industry has barriers that hinder access for some youth. Young people without access to internet, digital devices, or the funds needed for data, as well as those who lack basic digital literacy skills, are unable to seize the opportunities that virtual gigs can provide. The lack of robust policies that protect online workers, such as lack of healthcare benefits, can also lead to hardships for young people. **Furthermore, it is important for you to understand both the benefits and challenges in the industry as you consider if virtual gigs can offer them the pathway to their future goals** ([See Skills for Virtual Gigs Research Summary](#)).

Who is this workbook for?

This workbook can be used by anyone that wants to support young people (primarily between the ages of 18 to 29) to understand, obtain, and successfully complete virtual gigs, and to use their experience to transition to other jobs and dignified careers² within and outside of online work.

This workbook will help you:

- Find ready-to-go exercises that help youth reflect, identify their skills and abilities, and match them with needs of virtual gig employers
- Support youth with steps and processes for finding, securing, sustaining, completing, and planning for the future through virtual gig opportunities
- Help youth plan their careers by transitioning from virtual gigs to long-term careers or entrepreneurship



How can you use this workbook?

This workbook is organized by key steps that are necessary to find, secure, sustain, complete, and leverage virtual gig experiences for future opportunities. Each step features exercises that help youth reflect and practice key soft skills that are necessary for virtual gigs. For the best results, youth should complete all steps in sequence. If necessary, youth can complete steps out of sequence based on their needs.

Step	Exercises	Youth will be able to
Step 1: Get Gigs	Exercise 1: Be a Goal-Getter Exercise 2: Set Your Goals Exercise 3: Know Where to Look Exercise 4: Know What Employers Need Exercise 5: Know What You Offer	Set goals, explore virtual gig platforms, search for jobs, and match what employers want with what youth can offer.

1 Jobs that rely on the use of technology and are characterized as short-term, freelance, temporary, or project-based work done by independent contractors, as opposed to permanent or traditional jobs.

2 The term dignified careers refers to having access to and control over decent work opportunities ([see CARE on Dignified Work](#))



Step 2: Do the Work	Exercise 1: Make a Plan	Identify what to do to maintain virtual gigs and consider how to manage balancing multiple gigs and priorities at one time.
Step 3: Wrap it Up	Exercise 1: Sum it Up Exercise 2: Pitch Yourself	Practice wrapping up virtual gig work and using the knowledge and experience for other opportunities.
Step 4: Chart Your Future	Exercise 1: Look Back to Go Forward	Reflect on the knowledge and experience gained from virtual gigs and use it in planning future professional goals.

Note: You must note that virtual gigs require mastery of technical skills³, such as transcription or graphic design. The exercises in this workbook must be paired with strengthening technical skills or offered to youth with existing technical skills for the best outcomes.

What are “key soft skills”?

- **Positive Self-Concept** - The ability for a person to demonstrate an understanding of their own strengths and potential. It includes self-awareness, self-confidence, self-efficacy, self-esteem, self-worth, and a sense of well-being and being valued.
- **Entrepreneurial Thinking** - The ability to see and experience problems as opportunities to create value for oneself and others. It includes understanding the needs and interests of people who are affected by a problem or an opportunity. It requires obtaining available resources, thinking creatively about solutions to a problem, and embracing risk and things that are unknown.
- **Communication** - The ability to effectively express oneself. It includes active listening, knowing how to reach your audience, storytelling, making a case, and communicating in a professional way.
- **Resilience** - The ability to continue working toward goals and tasks despite difficulties. It includes developing connections with others, seeking support when dealing with challenges, and asking for help.
- **Time Management** – The ability to organize, plan, and divide your time between specific activities.
- **Communication** - The ability to effectively express oneself. It includes active listening, knowing how to reach your audience, storytelling, making a case, and communicating in a professional way.
- **Interdisciplinarity** - The ability to draw connections between different types of experiences and information. It includes applying knowledge from one area of life to another.
- **Adaptability** - The ability to recognize, understand, learn from, and adjust to changes in people, places, and circumstances. It includes the ability to embrace and make the best of the unknown
- **Learning to Learn** - practice how to acquire knowledge, skills, or abilities on your own by using a curious and humble, with a growth-focused mindset. It entails continuous reflection, setting and tracking goals, as well as finding support and requires self-motivation, embracing discomfort, struggle, risk and failure.

Learn more about soft skills for youth success in the [IREX Youth Essential Skills Toolkit](#).

Each Step of this workbook focuses on specific soft skills. See the list below.

Step	Skills you will learn	
Step 1: Get Gigs	Positive Self-Concept Entrepreneurial Thinking Communication	Learning to learn
Step 2: Do the Work	Communication Resilience Time Management	
Step 3: Wrap it Up	Communication Positive Self-Concept	
Step 4: Chart Your Future	Interdisciplinarity Adaptability	

³ Jobs that rely on the use of technology and are characterized as short-term, freelance, temporary, or project-based work done by independent contractors, as opposed to permanent or traditional jobs (e.g. transcription).



Virtual Gig Worker Experiences



It takes a lot of focus and determination to be successful at finding a job, gaining experience, and using it to reach your professional goals. These stories from youth and employers can inspire youth and help them learn more about what it takes to succeed. Here is what they can learn from these stories:

- What is like to work as a young virtual gigger, including the day-to-day realities
- How one can transition from virtual gigs to a full-time job
- What employers look for when hiring youth



Linet Waweru tells us how she has been using her skills in the online space

Watch: <https://ajiradigital.go.ke/#/blog-detail/59>

Source: *Ajira Digital*



Philippa Mary Omolo tells her story of getting her first virtual gig and gaining experience that she later used to get a full-time job.

Read: <https://ajiradigital.go.ke/#/blog-detail/55>

Source: *Ajira Digital*



George Gichuhi, founder and Managing Director of ErrandGuy, Kenya shares about hiring youth for the online work platform.

Watch: <https://ajiradigital.go.ke/#/blog-detail/65>

Source: *Ajira Digital*

Step 1: Get Gigs



In this Step, participants will:



- ⊕ Set goals
- ⊕ Explore virtual gig platforms.
- ⊕ Identity and match what employers need with what youth can offer.

Skills participants will learn



- ⊕ Positive Self-Concept
- ⊕ Entrepreneurial Thinking
- ⊕ Communication
- ⊕ Learning to Learn

Exercise 1: Be a Goal-Getter



Finding virtual gig opportunities can be daunting, especially if it is your first time. It may take several tries before you are successful with getting your first gig. You may even have some challenges at home, at school, or in your community that get in the way. So, before you begin, you should take a moment to think about the areas in your life that impact your ability to get virtual gigs so that you can focus on the areas that you have power over.

In this exercise, participants will:

- Consider what they have power over along a virtual gig work journey.

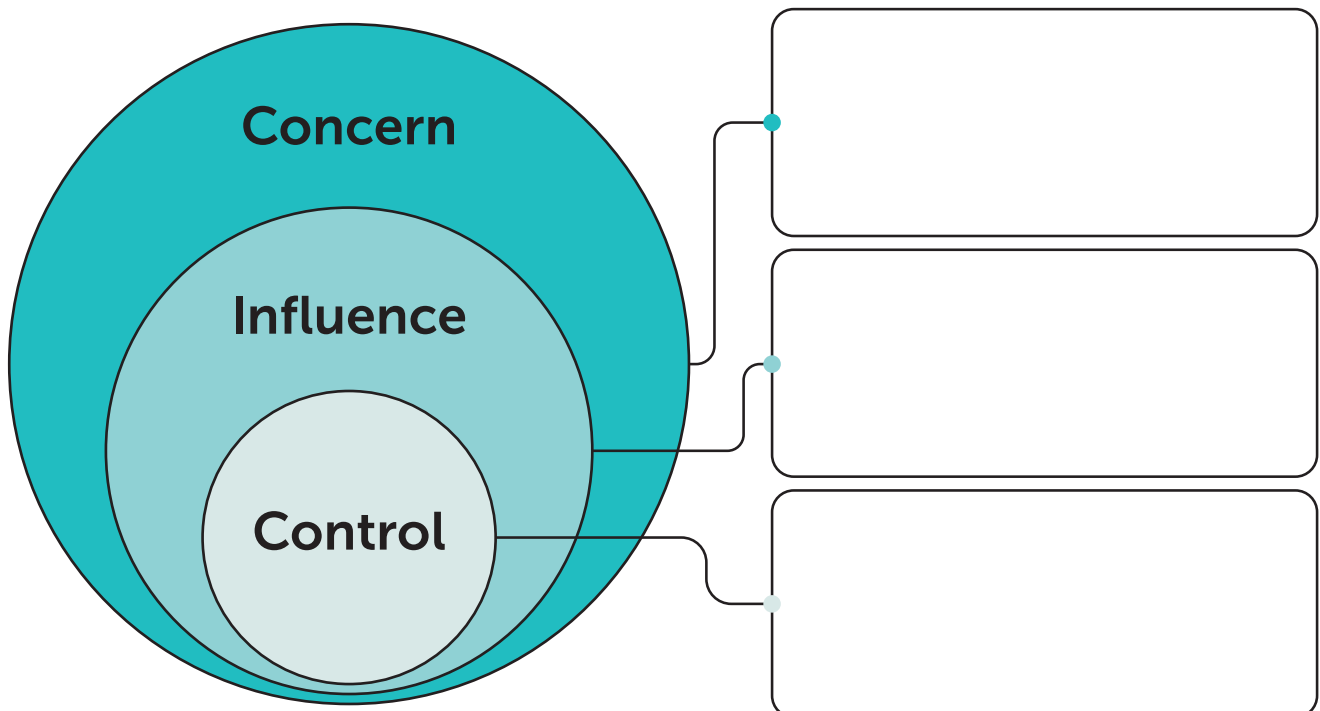
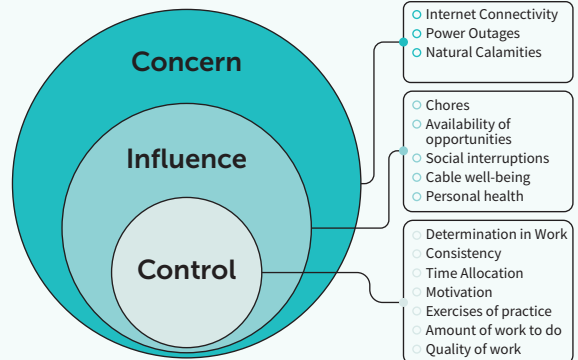


DIRECTIONS: Reflect on your desire to obtain a virtual gig. Then, consider the areas in your life that have an impact on your ability to make it a reality.

In the concentric circles, there are labels for “concern, influence, and control.” In each labeled circle, consider and list all of the areas in your life that pertain to the following:

- ▶ **Concern:** List the areas in your life that worry, bother, or frustrate you, but you have **little or no power to change** when it comes to finding virtual gigs.
- ▶ **Influence:** List the areas in your life that you have **some power** over when it comes to finding virtual gigs.
- ▶ **Control:** List the areas in your life that you have **complete power over** when it comes to finding virtual gigs.

EXAMPLE



Now What?

Reflect and Take Action!

Use the following prompts to regularly reflect on the areas of your life that you listed in the 'influence' and 'control' circles. By doing this, you can take action on those aspects of your life and work to improve them. This will help you to become a consistent goal-getter even when facing challenges that might feel overwhelming.

The area of influence or concern I want to focus is

I will focus on it by (i.e. actions you can take)

In order to take these actions, I must work on these skills (see list of skills)

The actions I will take in the next week are

The actions I will take in the next month are





Exercise 2: Set Your Goals

On any career path, you choose to explore, it's important to set a goal. When you are newly embarking on finding virtual gigs, setting goals can help you focus on what you want to achieve with the experience you acquire, whether you want to be an expert virtual gig worker, get a full-time job, or start your own business in the future. You can revisit your goals periodically to motivate yourself to achieve it or reflect on the progress you have made.

In this exercise, participants will:

- Set goals for the skills they want to strengthen for virtual gig opportunities
- Set clear professional goals for your future

 <p>DIRECTIONS: Read the question and answer. Need help with setting your goals? Watch this video.</p> 	<p style="text-align: center;">EXAMPLE</p> <p>1. What knowledge or skills do you want to learn or strengthen while working on virtual gigs? I want to get better at communicating online by writing more clearly and also strengthen my online research skills.</p> <p>2. What professional achievement do you want in 5 years? I want to be a serial entrepreneur, to develop as many business ventures as possible. Some of the fields I am interested in are technology, agriculture, real estate and venture capital. My primary motivation is to create as many employment opportunities for others as possible particularly for youth.</p>
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What knowledge or skills do you want to learn or strengthen while working on virtual gigs?

Ideas: Knowledge and Skills for Virtual Gigs -

This list includes some of the ideas that you can draw from for your goals. It is not comprehensive of all virtual gig skills.

Soft Skills	Technical Skills
Positive Self-Concept	Graphic Design
Entrepreneurial Thinking	Transcription
Communication	Writing
Resilience	Editing
Time Management	Translation
Interdisciplinarity	Data Entry
Adaptability	Coding

What professional achievement do you want in 5 years?

Now What?
Reflect and Take Action!
+

After setting your goals, you can revisit them periodically to motivate yourself to achieve them or reflect on the progress you have made.

1. To achieve my goals, I want to focus on (a specific aspect)
2. I will focus on it by (i.e. actions you can take)
3. In order to take these actions, I must work on these skills (see list of skills)
4. The actions I will take in the next week are
5. The actions I will take in the next month are

Exercise 3: Know Where to Look



In order to find virtual gig opportunities, you must know where to look. You must use online platforms that have jobs available to find work. These platforms provide a space for workers to advertise their skills and abilities to potential employers. There are many online platforms, so it's important to find the ones that have the types of gig opportunities that you have the skills for.

In this exercise, participants will:

- Research virtual gig platforms to get an idea of how they work and what they offer



DIRECTIONS:

1. Go to a search engine (e.g. www.google.com) and search for “online work platforms.”
2. Once you see results from the search, select one and answer the questions below.
3. After you finish answering the questions for one platform, select a new platform and repeat. Do this for at least three platforms.

Ideas: Virtual Gig Platforms

This list includes some virtual gig platforms that exist (as of April 2021) that you can use for the exercise. It is not comprehensive of all virtual gig platforms.

- **Upwork.com**
- **Fiverr.com**
- **Transcribeme.com**
- **Flexjobs.com**
- **Guru.com**

Platforms by type of virtual gig:

<https://ajiradigital.go.ke/#/Job%20Platforms>





Question	Example	Answer		
What type of virtual gig job are you looking for?	Transcription			
Platform name:	Upwork	Platform 1:	Platform 2:	Platform 3:
What types of virtual gig jobs are posted on the site?	Transcribing, copywriting, translation, data entry, research, tutoring, online marketing			
Does the platform charge virtual gig workers to sign up to use the site?	No			
Are there any that fit your skills/expertise posted on the site?	Yes			
	If yes, find 2 jobs and write down the compensation the employer is offering. Compensation 1: \$20 Compensation 2: \$15-\$25	If yes, find 2 jobs and write down the compensation the employer is offering. Compensation 1: Compensation 2:	If yes, find 2 jobs and write down the compensation the employer is offering. Compensation 1: Compensation 2:	If yes, find 2 jobs and write down the compensation the employer is offering. Compensation 1: Compensation 2:
Does the platform charge the virtual gig worker when a client pays them for completed work?	Yes			
	If yes, how much? -20% of employer's compensation	If yes, how much?	If yes, how much?	If yes, how much?
Find one posted job that you believe is a good fit for you, then write down the reason why below:	<ul style="list-style-type: none"> • employer seeks entry level worker • I have experience in transcribing British English • I am available to work on it by the deadline • I have good communication skills 			

Now What? ✕

Reflect and Take Action! ✕



Identify the platforms that are best suited for your skills and the type of jobs you are seeking. Then, visit them on a regularly to keep up with opportunities.

The platforms I will focus on using are

I will focus on these platforms by (i.e. actions you can take)

.....
In order to take these actions, I must work on these skills (see list of skills)

.....
The actions I will take in the next week are

.....
The actions I will take in the next month are





Exercise 4: Know What Employers Need

After you find the virtual gig platform with the jobs that are right for you, it's time to find jobs you can apply for. This requires you to understand exactly what the employer is looking for so that you can determine if you have the skills and time to meet their needs.

In this exercise, participants will:

- Identify what the client needs and what knowledge and skills are needed to help them address the client needs.



DIRECTIONS: Read the job description from a virtual gig platform. Then, fill in the blanks below to identify what the employer needs.

New Youtuber Seeking Transcriber

Hello, I'm Nakita. I am a Youtuber looking to start a blog. I am looking for a Transcriber who is able to transform my YouTube videos into blog style content. My YouTube channel and blog are about life as a nurse and single mom.

I will be creating roughly 3 videos a week due by Thursday, August 6 and have a handful that are already ready to start. For examples of the projects please feel free to check out my YouTube page "Lyfe with Lanae."

This job involves:

- Listening to audio and translating it into long-form text
- Reviewing drafts of written transcriptions
- Working remotely on a regular basis (2-3 hrs/week)

I am looking for someone who meets the following criteria:

- Able to take direction
- Excellent writing skills
- Reliable and accurate
- Exceptional communication
- Timely
- Detail oriented
- Hard working

Please message me if you are interested.

Ideas: Knowledge and Skills for Virtual Gigs

This list includes some of the ideas that you can draw from for knowledge and skills. It is not comprehensive of all virtual gig skills.

Soft Skills	Technical Skills
Positive self-concept	Graphic design
Entrepreneurial thinking	Transcription
Communication	Writing
Resilience	Editing
Time management	Translation
Interdisciplinarity	Data entry
Adaptability	Coding

Complete the questions and prompts based on the job description:

1. The employer is facing a problem with...

So, they are seeking a virtual gigger to solve that problem by...

2. The employer would like number of videos to be transcribed for a period of hours per week.

3. The deadline that the employer would like the work to be completed by is

4. What does success look like for the employer?

5. What knowledge and skills do you need to succeed at helping the employer address their needs?



Now What?

Reflect and Take Action!

Continue to identify what employers need for every virtual gig job you want to apply for. Doing this well takes time, and you will need to do it multiple times to get better.

To get better at identifying what employers need, I will (i.e. actions you can take)

In order to take these actions, I must work on these skills (see list of skills)

The actions I will take in the next week are

The actions I will take in the next month are



Exercise 5: Know What You Offer

Before you start applying for virtual gigs you find, you must stop to reflect on what you offer to employers. Everyone has something to offer employers, from knowledge and skills to experiences. By reflecting on these topics, you can identify what you have and match them to what the employer needs, then use it to tell them that you are prepared for the job.

To help you identify what you can offer, you can use a **Professional Asset Map**. An “asset” is something that is useful or valuable. A Professional Asset Map helps you think about the things you have that make you valuable for job opportunities. You can use it to brainstorm your strengths, including skills, characteristics, and experience. You can think of both material and non-material things. There is no right or wrong answer, just think of what strengths you have and list as many as possible.

In this exercise, participants will:

- Brainstorm strengths about their or assets or strengths for categories that are relevant for what virtual gig employers need.



DIRECTIONS:

- Write your name in the center circle of the Professional Asset Map.
- Enter a technical skill (see page 9 for ideas) in circle with blank category.
- Brainstorm and record all your strengths for each category of the circle. See definitions of each category.

Category Definitions:

Soft skills: Broad set of skills, competencies, behaviors, attitudes, and personal qualities that enable people to effectively navigate their environment, work well with others, perform well, and achieve their goals (Laura H. Lippman, 2015).

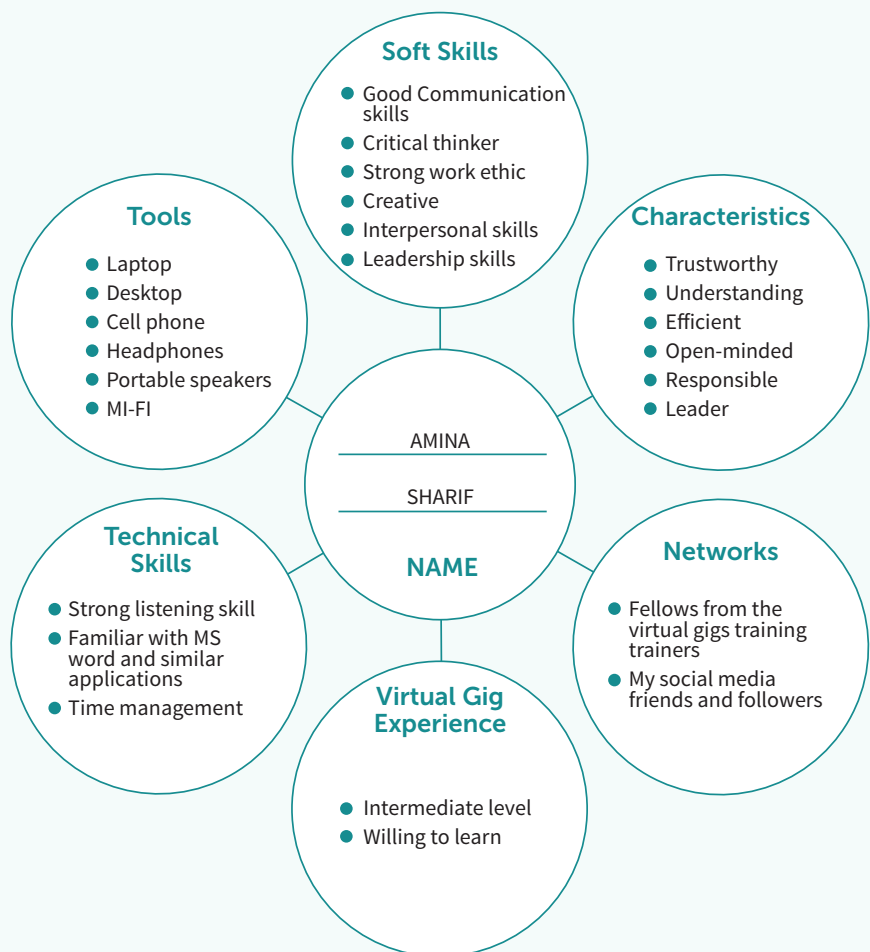
Characteristics: Qualities or features that belong to a person or thing which make them recognizable.

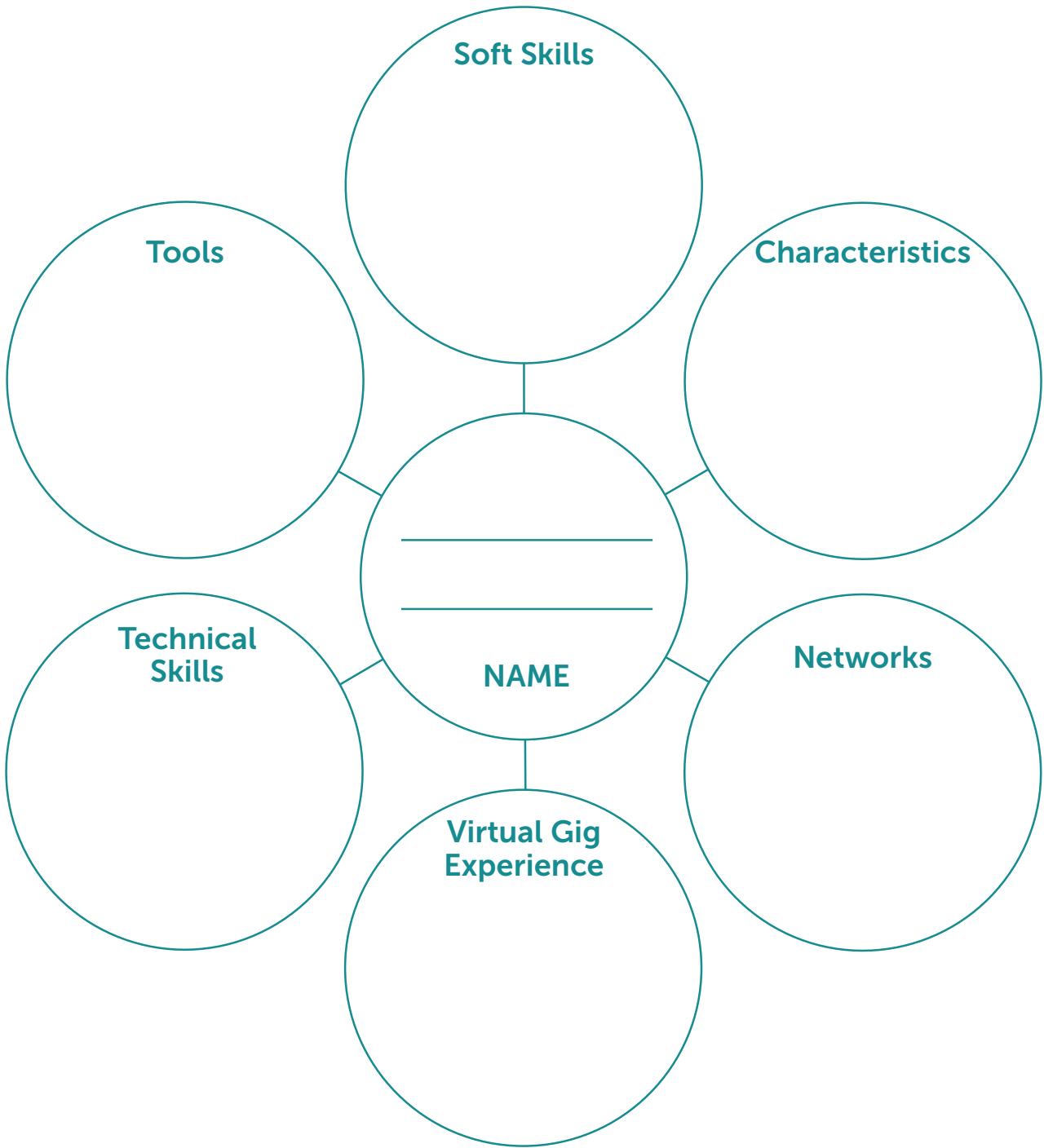
Networks: A group of interconnected people or things.

Virtual Gig Experience: Any experience (including length of time, types of projects, or skills) a person gains while working on virtual gig opportunities.

Technical skills: Jobs that rely on the use of technology and are characterized as short-term, freelance, temporary, or project-based work done by independent contractors, as opposed to permanent or traditional jobs (e.g. transcription).

Tools: Any equipment that a person has which they can use for a particular kind of work.





Now What? ✕

Reflect and Take Action! ✕



Updating your professional assets is critical to ensure that you always have the most current assets that you can offer employers at the top of your mind. You will need to update your Professional Assets Map regularly, specifically after you have gained a new experience or skill.

I plan to update my Professional Assets Map after I do or achieve the following things

In order to take this action, I must work on these skills (see list of skills)

The actions I will take in the next week are

The actions I will take in the next month are

Step 2: Sustaining Gigs



In this Step, participants will:



⊕ Practice creating a plan for juggling multiple virtual gigs and other priorities in their lives.

Skills participants will learn



- ⊕ Communication
- ⊕ Resilience
- ⊕ Time Management
- ⊕ Learning to Learn

Exercise 1: Make a Plan



Once you apply to and secure one or more virtual gig jobs, having a plan for how you will manage your time and balance your priorities is critical. It can be helpful to create a plan so that you can stay focused and manage time and maximize efficiency to achieve your goals. Virtual giggers often have multiple projects to work on in addition to their home, school, work, or community commitments.

In this exercise, participants will:

- Develop a plan for managing their daily priorities and tasks related to searching for and completing a virtual gig job.

Check it Out: Online Planning Tools



After completing this exercise, you may find it helpful to use online tools to help you with planning for virtual gigs. Check these out!

- [Google Calendar](#)
- [Asana](#)
- [Click Up](#)



DIRECTIONS: Complete the following questions, then create the weekly plan based on your answers.

1. Select the categories that represent the areas where you have obligations on a weekly basis in your life, then write what those obligations are.

Example:

- Home obligations: childcare
- Work obligations: part-time cleaning job
- School obligations: classes
- Community obligations: volunteer work
- Other obligations: religious service

- Home obligations:
- Work obligations:
- School obligations:
- Community obligations:
- Other obligations :

2. What challenges do you face that may affect your ability to work on virtual gigs?

Example:

- Power outages
- Childcare or other family care
- Other part-time or full-time job
- Internet issues
- Other:

- Power outages
- Childcare or other family care
- Other part-time or full-time job
- Internet issues
- Other:



3. Complete your schedule for the week below and include the following:

- Working on a virtual gig that takes 5 hours to complete and is due on Friday at 5pm.
- Researching other gig work to apply for by the end of the week.
- Self-learning time (e.g., time to practice skills you need to succeed like typing).
- At least one home, school, work, or community obligation (e.g., taking care of a sibling)
- Other: Anything else you do during a normal week.

Check off everything you incorporate into the plan below here as you go:

- Working on a virtual gig that takes 5 hours to complete and is due on Friday at 5pm.
- Researching other gig work to apply for by the end of the week.
- Self-learning time (e.g. time to practice skills you need to succeed like typing).
- At least one home, school, work, or community obligation (e.g. taking care of a sibling)
- Other: Anything else you do during a normal week.

Monday August 10, 2020	Tuesday August 11, 2020	Wednesday August 12, 2020	Thursday August 13, 2020	Friday August 14, 2020
Morning				
Ex. 8am – search for a gig	Ex. 10am – Apply for a gig	Ex. 9:30am - Self-learning on typing	Ex. 8am – work on virtual gig job	Ex. 3:30pm – send virtual gig job to client
Afternoon				
Evening				

Now What?

Reflect and Take Action!



Creating a weekly schedule is one step toward ensuring that you are organized and can prioritize the tasks that it takes to get virtual gigs. In any given week, there might be a variety of obligations you are trying to fit into your schedule, and unexpected challenges might arise. Having a clear and concrete idea about which tasks are your priority for the week will allow you to focus your time and energy on them even as you face unanticipated challenges and obstacles.

1. I plan to focus on for the following tasks this week
2. In order to focus on this task, I will (i.e. action you will take)
3. In order to take this action, I must work on these skills (see list of skills)



Step 3: Completing a Gig



In this Step, participants will:



⊕ Practice wrapping up virtual gig work and leveraging the knowledge and experience for other opportunities.

Skills participants will learn



⊕ Communication
⊕ Positive-Self Concept

Exercise 1: Sum it Up



Virtual giggers often work simultaneously on multiple gigs. While working on one job a virtual gigger may apply for and complete other gigs. So, when completing gigs, it's important to stop and take note of what you have accomplished, then incorporate it into your applications for new gigs.

In this exercise, participants will:

1. Summarize accomplishments on a completed virtual gig.

Tip: Using Your Summary



Once you are done creating a summary of what you accomplished in a virtual gig, you can use it to update the following:

- Online virtual gigger profile (e.g. Upwork)
- LinkedIn profile
- CV or resume



DIRECTIONS: Read the summary of what a virtual gigger accomplished after working on a recent gig and complete Step 1 through 3.

Step 1: Read what a virtual gigger, accomplished after completing a recent gig, then write down a list of all of his accomplishments.

Amani just completed his first transcription gig for a client on nursing. He transcribed 3 YouTube videos for a client at 99% accuracy. The audios included speakers with both American and British accents. Amani was very responsive to the client over email throughout the assignment, exhibiting strong professional communication. After the client received the transcription, she responded in an email, "great job on the grammar and punctuation!" The YouTube videos now show the transcription when viewers watch the videos.

List all the accomplishments that you noted:

Amani accomplished...
Ex: Completed transcription gig for a client

Step 2: Review the list of accomplishments in Step 1, then follow the guidance to create sentences that Amani can put into his online profile on a virtual gig platform.

1. Select a prompt from the following	<input type="checkbox"/> I have previously... <input type="checkbox"/> I delivered.... <input type="checkbox"/> have created... <input type="checkbox"/> I have experience...
Add an accomplishment from Step 1	Example: [X] I have previously...
2. 1.Select a new prompt from the following (do not select the same one from #1).	<input type="checkbox"/> I have previously... <input type="checkbox"/> I delivered.... <input type="checkbox"/> have created... <input type="checkbox"/> I have experience...
Add an accomplishment from Step 1	Example: [X] I delivered...
3. 1.Select a new prompt from the following (do not select the same one from #1 or #2).	<input type="checkbox"/> I have previously... <input type="checkbox"/> I delivered.... <input type="checkbox"/> have created... <input type="checkbox"/> I have experience...
Add an accomplishment from Step 1	Example: ...a 99 percent accurate transcription.

Step 3: Now, combine all the sentences in step 2 starting with #1 through #3.

Example: I have previously completed a transcription project for a client on nursing. I delivered a 99 percent accurate transcription.

Tip: - [] X

Now that you are done with the summary, it's important to do the following to ensure that it is professional.

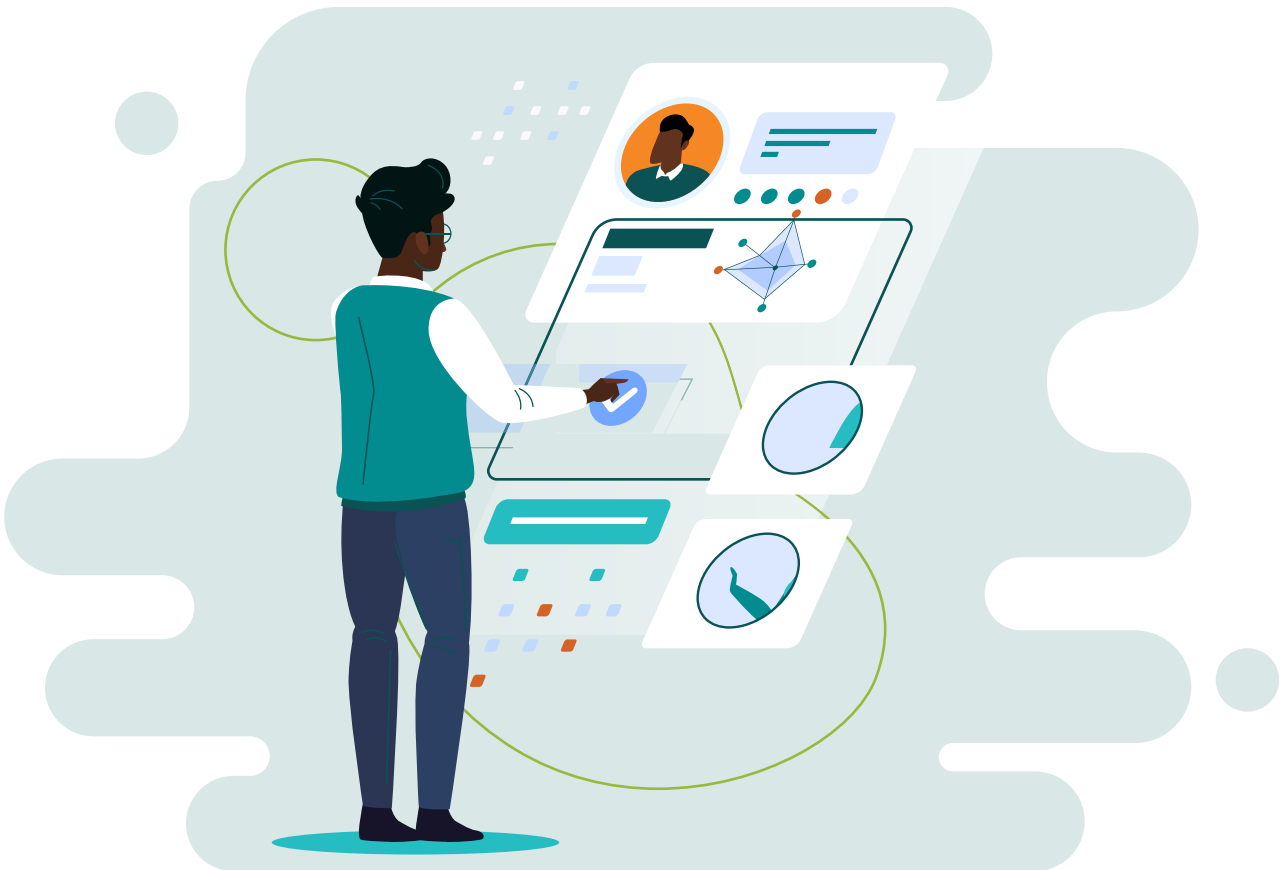
- Ask at least two people to proofread it and give you feedback on grammar, clarity, and professionalism (this can be a peer or a mentor).
- Incorporate the version that has been proofread into your online virtual gigger profile, CV, resume, and/or LinkedIn profile.

Now What? X

Reflect and Take Action! X +

Strengthening your ability to summarize your accomplishments from your virtual gig experience takes time and practice. It's important that you continue to work on summarizing so that your experiences are well captured in your profile.

1. To get better at summarizing my accomplishments, I will (i.e. actions you can take)
2. In order to take these actions, I must work on these skills (see list of skills)
3. The actions I will take in the next week are
4. The actions I will take in the next month are





Exercise 2: Pitch Yourself



Most virtual gig employers ask giggers to send them a message responding to a job description. We call this message a “pitch” because it a great time to make a case for why you should be hired for the job. So, when you complete one virtual gig and are applying for another, it’s a great time to incorporate what you accomplished into the message that you send the employer. The message must respond to the needs of the employer and ultimately communicate why you are the best fit for the job.

In this exercise, participants will:

- Write a message about themselves to apply for a virtual gig opportunity.



DIRECTIONS: Follow Step 1 through 3 to create a pitch for an employer.

STEP 1: Read the “New Gig Opportunity: IREX Gig” and then answer the questions that follow.

New Gig Opportunity

The Young Leaders Program is looking for a deadline-driven transcriber who is able to convert a video with multiple speakers and accents into American English text. Video length is approximately 5 minutes long and the transcription must be 99 to 100 percent accurate.

Ideal Transcriber must:

- Understand American, Latin American, and Caribbean Accents
- Identify voices of multiple speakers
- Produce work in 48-hour turnaround time
- Detail-oriented and excellent communication skills

1. What skill(s) is the employer looking for?

2. What task(s) does the employer need a virtual gigger to do?

3. What assets or strengths do you have that can help you accomplish the task(s) that the employer needs? (Tip: Reference the Personal Asset Map - Step 1: Finding Virtual Gigs: Exercise 5).

Step 2: Based on what the employer needs and your assets/strengths, complete the Virtual Gig Pitch Canvas below. Draw on Step 1 to fully complete each field in the canvas.

Virtual Gig Canvas

A brainstorming tool that helps virtual giggers structure a pitch to an employer

Directions: Complete the prompts from 1 to 5. Then, put all the sentences together for a full pitch at 6.

1. THE OPENING

Briefly introduce yourself to the client (name, length of your experience, your key professional strength)

Dear Client...

2. THE EMPLOYERS'S NEED

Summarize what the employer needs.

I understand that you need...

3. YOUR SERVICE

Describe what you can do to address the need or solve the problem that the employer has.

As a,
[insert role/profession (e.g. graphic designer, transcriber, etc.)]
I can....

4. THE SOLUTION

Describe the solution you can provide to solve the employer's need. Share why you are the best person to do it. Mention a past experience where you did it well (if any).

I can provide....

In addition, I am excellent at...

As an example, I previously...

5. THE CLOSING

Share the ultimate value that the employer can gain from hiring you.

By working with me...



6. THE PITCH: BRING IT ALL TOGETHER

Write all the sentences from 1-5. Be sure to include transition sentences and have someone review it for grammar and clarity before sending to an employer.

Pitching yourself well to employers takes time and practice. You may find that employers do not always choose you for virtual gigs. This is common for all virtual giggers, so you must not give up. Continue trying and working on your pitch skills so that you can be successful.

1. To get better at pitching myself, I will (i.e. actions you can take)
2. In order to take these actions, I must work on these skills (see list of skills)
3. The actions I will take in the next week are
4. The actions I will take in the next month are



Step 4: Chart Your Future



In this Step, participants will:



⊕ Think about how virtual gig knowledge and experience can be used to plan for future professional goals, whether in long-term professions or entrepreneurship.

Skills participants will learn



- ⊕ Interdisciplinarity
- ⊕ Adaptability

Exercise 1: Look Back to Go Forward



Virtual gig jobs offer opportunities to learn and practice skills and gain valuable work experience that can help you achieve your long-term professional goals. There are various paths that you can take with your career by leveraging your virtual gig experience, from becoming a full-time expert online freelancer, to obtaining a full-time job, or starting your own business. Creating a journey map can help you plan to achieve your goal.

A journey map is a visualization of the process that you will go through to accomplish your goal.

In this exercise, participants will:

- Create a Professional Journey Map that helps them work toward your long-term career goal.

PROFESSIONAL JOURNEY MAP				
A brainstorming tool that helps virtual giggers plan toward long-term career goals				
1. What's Your Path?				
Select one of the following that aligns the best with your 5-year goal (reference Step 1: Finding Gigs - Exercise 2: Goal Setting).				
<input type="checkbox"/> Full-time expert online freelancer (self-employed online contract worker at an expert level focused on a particular technical area)	<input type="checkbox"/> Full-time job (hired by a company or institution for consistent and long-term work).	<input type="checkbox"/> Entrepreneur (self-employed and/or operating a business that employs others)	Other:	
2. Look Ahead				
For the next 5 years, what do you need to accomplish each year to achieve your goal?				
Year 1 Goal: <i>By the end of this year, I will...</i>	Year 2 Goal: <i>By the end of this year, I will...</i>	Year 3 Goal: <i>By the end of this year, I will...</i>	Year 4 Goal: <i>By the end of this year, I will...</i>	Year 5 Goal: (end goal) <i>By the end of this year, I will...</i>
3. Challenges				
What challenges might you face in your journey? Think of short-term challenges you may face in the next 3 months and long-term challenges you may face throughout the 5 years.				
<i>The short-term challenges I may face in the next 3 months are...</i> <ul style="list-style-type: none"> ● Example: Getting my profile accepted on virtual gig platform. 			<i>The long-term challenges I may face throughout the 5 years are...</i> <ul style="list-style-type: none"> ● Example: Power outages. 	

4. Overcoming Challenges

What can help you overcome your short-term and long-term challenges?
Think of your assets or strengths, resources, and networks.

The assets/strengths (e.g., skills, experiences, characteristics) that I have that can help me overcome my short-term challenges are...

The assets/strengths (e.g., skills, experiences, characteristics) that I have that can help me overcome my long-term challenges are...

The resources (e.g., Virtual Gigs Workbook) that I have that can help me overcome my short-term challenges are...

The resources (e.g., Virtual Gigs Workbook) that I have that can help me overcome my long-term challenges are...

The networks (e.g., Virtual Giggers Facebook Group) that I have that can help me overcome my short-term challenges are...

The networks (e.g., Virtual Giggers Facebook Group) that I have that can help me overcome my long-term challenges are...

Now What?

Reflect and Take Action!

One of the most difficult things about setting goals, especially long-term goals, is holding yourself accountable to them. Once you've charted your future, it's important to take the necessary actions to ensure that you are committing to the goal and working on it every day.

1. To hold myself accountable to my goals, I will (i.e. actions you can take)
2. In order to take these actions, I must work on these skills (see list of skills)
3. The actions I will take in the next week are
4. The actions I will take in the next month are





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