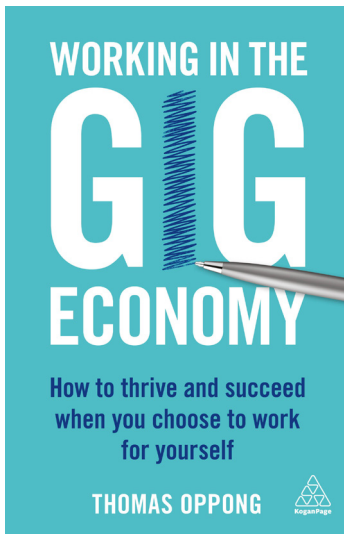


## Create a career that fits in with your life, not the other way around

### A PRACTICAL GUIDE TO MAKING THE MOST OF LIFE WORKING IN THE GIG ECONOMY



#### WHY THIS BOOK MATTERS:

- » Gig economy companies such as Uber and Deliveroo have had a lot of negative press – Working in the Gig Economy explains how gig work and freelancing can be a positive way forward for workers and businesses.
- » The gig economy makes it easy for businesses to work in a more agile way, accessing short-term specialists to assist with projects.
- » Modern technology means that it's becoming increasingly easy for contractors to be matched with relevant freelancers all over the world via talent sites and digital platforms.
- » People now make portfolios, not CVs – it's more important than ever before to have a collection of work that reflects your brand, rather than a linear list of career experience.
- » The top freelancing fears are finding enough work and financial insecurity. Working in the Gig Economy discusses these in detail, and says that it is possible to build yourself a stable brand.
- » Choosing your hours and the projects you want to work on makes it easier to have a fulfilling work-life balance.

The world of work has changed. Today's workforce is one that is adaptable, mobile and thinks on its feet, and for dynamic individuals who are prepared to look beyond steady 9-to-5 desk jobs, the rapidly growing "Gig Economy" is offering some truly life-changing opportunities.

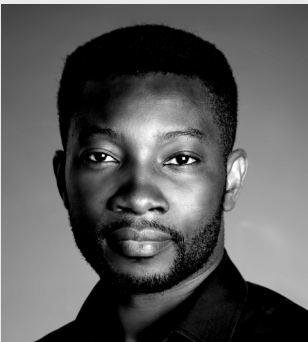
The rise of gig economy employers such as Deliveroo, Uber and Lyft is often portrayed as a negative, or even exploitative trend in the media. However, in his practical new book, Working in the Gig Economy, Thomas Oppong explains why the gig economy actually has huge positives for both businesses and workers, and how it could be the answer for a happy, productive workforce.

#### Take control of your life, and reinvent your career as a gig worker

As modern technology makes it easier and easier for companies to find and hire talent on-demand, millions of people around the world are benefiting from a new way of working. With flexible working hours and the ability to control what they earn, people are creating purposeful careers that fit in with their lives, not the other way around.

*Working in the Gig Economy* by Thomas Oppong is out 3rd October, published by Kogan Page, priced **£14.99**.

#### ABOUT THE AUTHOR



**Thomas Oppong** is the Founder of AllTopStartups, a resource website for small businesses and the Curator of Postanly, a free weekly digest of the best posts about behaviour change. He is also the Creator of Thinking in Models, an online course for making decisions and solving problems in life and business.

Thomas is a Top writer on Medium and a columnist for Inc. Magazine and HuffPost, and has been featured in Business Insider, Quartz, CNBC, Entrepreneur, the New York Observer, Thought Catalog, Pocket Hits and the Muse.

Of course, making the leap from a "safe" career to life as a freelancer can be daunting, so Working in the Gig Economy provides practical advice and tangible tools to help you kick-start your career in the gig economy. It covers all the potential pitfalls people face, including testing your business idea, creating your personal brand, getting enough work, turning down the wrong kind of work, managing your finances and being productive with your time. It also explains the legalities and rights of gig economy workers in simple, jargon-free language that anyone can understand.

Working in the Gig Economy explains how the linear CV of employment history is becoming a thing of the past, as ambitious individuals now compile a portfolio of their most compelling work to present to potential employers. It provides practical steps that anyone can take to follow their passion, regain control of their time, escape the 9-to-5 grind and start enjoying a freelance life.

#### Exclusive articles and interviews available:

Thomas Oppong is an experienced entrepreneur and columnist, and a living example of how to build a successful career in the gig economy. He is available for expert comment, interview and by-lined articles around creating a career in the gig economy, including:

*The future is freelance: How and why the economy is shifting towards the gig world*

*You are your reputation: Why a great reputation is a gig worker's best advocate*

*Building a personal brand: How to strengthen your reputation as a gig worker*

*Saying no for a better yes – Why not all work is good work*

*Success stories: Six independent contractors that made things work for them*

*Freelance finances: Budgeting and planning when you don't have a steady income*

*Freelance fears: 3 top fears of all freelancers, and why you don't need to worry*

*Portfolios replacing CVs: How to start creating a collection of your best work*

*Reinventing your career – Are you ready to take the jump into the gig economy?*

*The power of the gig economy: The positives of working freelance*

For further information, an interview with Thomas Oppong, a guest article or a review copy of *Working in the Gig Economy*, please contact:

**NATALIE CONNORS**

[natalie.connors@thebookpublicist.co.uk](mailto:natalie.connors@thebookpublicist.co.uk)