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SUPPORTING THE GIG ECONOMY ENTREPRENEUR

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PRESIDENT'S Letter

Welcome Summer!

Without a doubt, this year has been extremely challenging for entrepreneurs and all citizens of the U.S. Conflicting reports from various health agencies suggest differing safety methods while operating your business and living your life. And while no one really has the absolute correct answer or solution, we must all use our common sense to determine the best course of action as it relates to our individual situation.

The same holds true in business. There is a lot of trial and error until we "get it right". Just ask the inventor of WD-40, Norman Larsen, about his first 39 attempts to create a water displacement agent. Not until he tried a formula for the 40th time did he "get it right!" That perseverance led him to create WD-40 in 1953, and that product is used today for a multitude of home and industrial applications.

Here at AFEUSA, we have had to adjust our methods of conducting business. We have participated in more conference calls, telemarketing presentations, and online chat rooms than ever before. While it's not MY preferred method of conducting business (I tend to like the old school approach of "pressing the flesh" so to speak), it is becoming more common in the operation of daily business. So rather than fight the trend, learn to adapt when necessary, even in baby steps. A solution to our current situation will eventually become available, and those who continued to pursue their entrepreneurial dreams will reap the rewards.

At this time, thirteen organizations each received \$800 for participating in the 3rd Annual Student Award Program. Additional Award Programs are being discussed to help provide additional dollars to help those whose dreams involve entrepreneurship.

Until then, I encourage you to visit our Member's Benefit Page, participate in our Member's Open Forum, and remember, with AFEUSA, it's Success by Association.



*Charles Jackson
President*

THE BEST PLATFORMS FOR GIG WORKERS

GREAT JOB AND NETWORKING SITES SUBCONTRACTORS NEED TO KNOW



If you're a gig worker or subcontractor, chances are you're rethinking your business model and focusing on customer success. This process entails exploring where you're reaching customers, including your marketing and networking channels. You want to make the most of the content you use for your business profiles because if they're not on high traffic sites, they're worthless. If you're reading our website's blog, you know we've explored a couple of the top platforms for gig workers. But in this newsletter, we're doing a deep dive into the top sites subcontractors can use to connect with clients.

TOPTAL

You need to explore this platform if you're a seasoned business professional with design, code, finance, or product management experience. Freelancers can find a variety of part-time or full-time gigs on this site for competitive pay. The double-edged sword, though, is that Toptal's screening process is extensive, meaning that only 3% of freelance applicants on average are accepted.

FIVERR

In many freelance circles, Fiverr is by far the most popular site to connect with customers since the types of services listed vary. The kinds of jobs gig workers post range from full package marketing services to voice acting services. Also, due to some gigs starting at \$5, it's the premier place to begin your gig career.

PEOPLEPERHOUR

For over a decade, this UK-based site has helped subcontractors find web-based work, and for a good reason. Using the site is seamless because you can handle project management, client communication, and payment through the platform's dashboard. The site is known for B2B interactions, so if you're a veteran in the marketing, SEO, or software engineering departments, you need to explore this website. The only drawback is freelancers are limited to sending 15 proposals to potential clients. But you can

browse listings and get notifications about positions completely free.

99DESIGNS

If you're a designer, you need to invest time on this site. Not only can creative designers find jobs from customers needing designs for promotional materials like infographics and T-shirts, but they can also build up their skills. The site hosts resources for budding designers, including tutorials, how-to tips, e-books, and interviews with established creators. Most of the freelance creators using the site believe anyone with drive and talent can find work on this platform.

THE CREATIVE GROUP

This is an excellent site for the creative side of advertising, including photography, graphic design, copywriting, and marketing. As a division of the Robert Half staffing agency, this place is fantastic for finding temporary and project-based work. All you have to do is upload your resume or share your LinkedIn profile. Plus, the team of Robert Half proactively works to find gigs and jobs for users.

REMOTE.CO

This is one of the leading platforms for those needing remote work, especially if you're a developer, customer service rep, writer, recruiter, sales professional, or designer. What makes the site even more appealing is that it hosts a blog outlining how you start a work-from-home career. Sara Sutton, one of the founders of FlexJobs, another well-established gig worker website, runs the platform.

If you're exploring these platforms yet feel you need to network and find other opportunities, reach out to your peers at AFEUSA. Go through our membership portal to access AFEUSA discussion boards and chat with other entrepreneurs.

WHAT ARE YOU SHARING ONLINE?

Factors to Consider on Social Media

Lately, a variety of difficult and emotional conversations are taking place online, especially on social media. Some may even share controversial feelings. This is prompting employers and customers alike to review social media profiles. If you or your company is stepping into the conversation, here are a few things you can do to ensure you convey your message to the right people.

REALIZE WHAT IS AND ISN'T PRIVATE.

More companies and clients are engaging on social media, and they just might be scanning yours right now. If you're worried about a personal viewpoint or discussion on social media reaching outside your close friend group, make sure your profiles are private. This way, you can have constructive conversations with loved ones, not potential clients or employers. Also, make sure you're not discussing these topics on someone else's public page, either.

PROVIDE A DISCLAIMER.

The last thing you want to do is post content without any description of what the topic means or why you're discussing it. By providing context, you explain your view in an articulate way, which gives everyone (including customers and employers) a better perspective on your content.



REFLECT ON YOUR VALUES.

Companies and customers view social media more critically than ever because people can express their needs and values. When you post content, even if it's a joke, your audience perceives it as a reflection of your values. Customers and companies you want to do business with view your posts and evaluate whether or not the values and emotions you communicate match their core values and beliefs.

So, even if you post a light-hearted joke or a controversial opinion, think about what the message conveys to determine if it's something that might discourage customers and potential employers from working with you.

WHERE ARE THEY NOW?

FIND OUT HOW AFEUSA STUDENT AWARDS CHANGE LIVES

In 2019, there were 20 brilliant, young recipients of the AFEUSA Student Award Program. We got back in touch with these students to ask them about new developments of their aspirations and how the COVID-19 pandemic has affected their path.

ALEX DIVITO

Although the past year has presented a lot of challenges and making tough transitions even tougher — like between high school and college — that hasn't stopped Divito from pursuing his dreams. He's spoken about business at his university, Grand Canyon University, and pitched ideas in front of over 100 people. In the past four months, despite the pandemic, he's started working at a startup as a Product Engineer. "Luckily, even with the virus happening, I have been able to work on projects and keep pursuing what I want to do," Divito says.

OLIVIA OGLESBY

The pandemic hasn't stopped Oglesby's work ethic and Christian faith from lifting Teleo Coffee off the ground. Although construction has been stalled with the virus, they secured a building and a Special Use Permit from Kirkwood. In the meantime, Teleo Coffee has begun to appear at the Kirkwood Farmers Market. To further adapt to the demand and current times, they've started selling all of their merchandise and coffee online.

KRISTIAN KRUGMAN

Krugman's business, SOULMUCH, reduces food waste in her local communities by using typically discarded foods to bake fresh, delicious cookies. The past year has been spent well with successful holiday campaigns, new product lines, more "rescued food," and expanding the company. Although the last few weeks have been tough for their typical sales channels, Krugman and her team have used the pandemic to launch an online store and created a brand-new product line (upcycled brown rice and quinoa flour) to adapt to the quarantined lifestyle.

ROBERT DAWSON

Between running his photography business, pilot training with the Air Force, and the pandemic, Dawson has still found opportunities to grow successfully. His portfolio website is "more professional and aesthetically tailored than it has ever been," and he's been able to buy new equipment. With the help of his AFEUSA Student Award prize, he bought a Nikon d750 camera and a Nikon 85mm lens. He's used them to take many paid photoshoots and has recently broken into the wedding industry with his first couple a few months ago.

We're incredibly happy to see our young entrepreneurs finding opportunities to expand and grow despite the present challenges. Keep up the amazing work!

SAVE THE MONEY YOU'VE EARNED

AFEUSA Members Can Switch to First American for a Discount!

When it comes to finding the right merchant processing service for you and your business, there shouldn't be so many hoops to jump through in order to keep the money you've earned. Too many of these services prey on small businesses with hidden fees and clumsy tech. That's why AFEUSA has secured a partnership with First American. No matter how diverse your merchant processing needs are, whether you're in a brick-and-mortar business or virtual or both, First American has designed a program specifically for AFEUSA members, which includes mobile apps, online portals, and shopping-cart platforms.

As an AFEUSA associate, use First American for all your credit card processing, and you'll receive:

- A free EMV chip-compatible mobile card reader (\$90 value)
- A 10% discount on your monthly fee
- A hosted payment-page builder, allowing you to quickly build a page within your website to accept payments online
- A shopping-cart platform to allow your customers to itemize their purchases with one easy payment.

Other features and benefits include:

- EMV/chip card compliant
- Accept Apple, Samsung, and Google Pay
- ACH processing
- Processing for Visa, Mastercard, AMEX, and Discover
- Virtual terminal

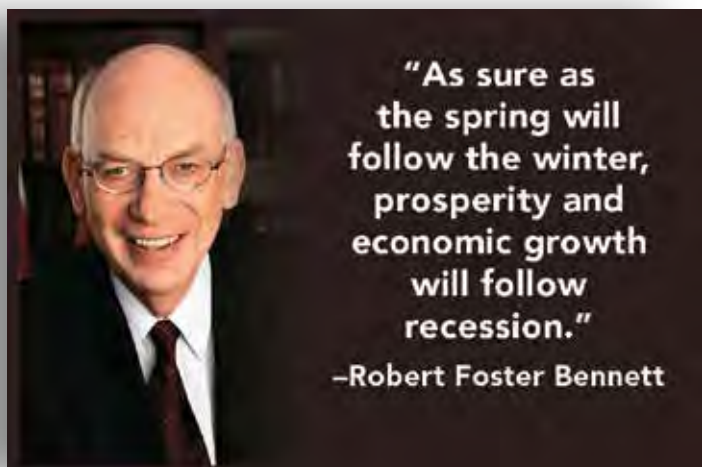


Not to mention, you'll also have access to 24/7 support with dedicated account representatives, receive analytics and reporting, and receive gift and loyalty programs. Their network is also extremely secure with tokenization and encryption, fraud prevention, and data-breach protection. As a PCI-compliant company, you can trust First American to be diligent about its safety for you and your customers.

Entrepreneurs of large or small businesses love our resources, especially those as flexible as First American. Put more of your money in your pocket and save by switching now!

To learn more about your exclusive AFEUSA member discount with First America, visit [AFEUSA.com](https://www.afesua.com) today.

TAKE A BREAK



EXCLUSIVE BENEFIT AFEUSA Member's Forum

- ✓ QUESTIONS
- ✓ CHALLENGES
- ✓ QUERIES



Open only to AFEUSA members, this platform allows AFEUSA members to post various issues related to their business or idea and allows other members to comment or give advice/suggestions on how best to resolve those challenges.

To get started, log in to AFEUSA, select Membership Benefits, and click on the link to the Member's Open Forum. Be sure to read the Code of Conduct prior to posting any question or answer. Let's start posting!

Professional Selling Defined

Everyone is a salesperson.

Yes, you sell yourself and your ideas to others every day, and if you're a salesperson by profession, you also sell a product or service.

Sales professionals are the backbone of America. You can be proud if you are one, and the principal reason is because more than any other person, you and millions of others like you built America.

The individual who builds a better mouse trap, bathtub, safety pin, or automobile would starve to death if he or she waited for people to beat a pathway to their door. They need somebody to go out and sell it for them.

Eli Whitney was laughed at when he showed his cotton gin. Edison had to install his electric light free of charge in an office building before anyone would even look at it.

The first sewing machine was smashed to pieces by a Boston mob. People scoffed at the idea of railroads. They even thought that traveling thirty miles an hour would stop the circulation of blood!

McCormick strived for fourteen years to get people to use his reaper. Morse had to plead before they would look at his telegraph.

They needed thousands of salespeople — trail blazers, pioneers, people who did things. Salespeople took these inventions and taught others how to use them. They taught prospects to want them, and they taught people how to make a profit from them. If you're a salesperson, you've done more to make America what it is today than any other person you know. You were just as vital in your great grandfather's day as you are today, and you'll be just as vital in your great, great grandson's day.

That loaf of bread you bought today was on the grocery shelf because you made sure a farmer's wheat got to mill, that mill made the wheat into flour, and that flour was delivered to the baker. Without you, the wheels of industry would come to a grinding halt. So if you are a professional salesperson, be proud of it!

*-Joel Weldon
Inspirational Writer of Wisdom*



5 TRICKS TO ENHANCE YOUR CHARISMA ON VIDEO

Odds are if you're a successful salesperson, you've cultivated a "sales personality" crucial to closing your deals. However, if you're used to working face to face, it can be a challenge to translate your charismatic persona to the screen when you need to sell remotely. Video calls are a step in the right direction because they reveal body language and facial expressions, but they're still not ideal. To make sure your charisma pops, try these handy tricks:

Secure a top-quality connection. Nothing kills the mood on a video call faster than a disintegrating picture or crackling audio. That's why it's crucial to test your mic, speakers, camera, and platform thoroughly before you use them with clients. If they can't hear or see you, your personality doesn't stand a chance.

Set your stage. Every sale is a performance. Is there an uncluttered, calming backdrop behind you? Are you the right distance from the audience (the camera)? Does your costume fit the part? When all of these things are done right, your personality will take center stage without unnecessary or annoying distractions.

Exaggerate like an actor. According to Psychology Today, posture, gestures, and facial expressions are key to communicating well over video. That means you need to be focused and constantly aware of them. Amp up your positive



reactions, like eye contact with the camera, affirmative nods, and leaning in to listen, and tone down your gestures to avoid smacking a crucial piece of tech.

Ask questions and listen actively. A key part of a great sales persona is showing genuine interest in others, according to Inc. magazine. When you can't read the mood of a room, asking questions and listening closely will help you gauge the temperature. A subtle head tilt and hum of acknowledgment will help you come across as more empathetic and inquisitive.

Master the mute button. If your neighbor starts the lawn mower or your dog starts barking, it pays to be quick on the mute button. Having fewer distractions means your charisma is more likely to shine.

With these strategies in your back pocket, your sales mojo will continue flowing, even from a distance. Good luck, and happy videoconferencing!