



Gary Vaynerchuk, The Gig Economy, and Saving Time

Insights

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If you're not already listening to the [GaryVee Audio Experience Podcast](#), I recommend starting immediately. Former immigrant turned multi-millionaire Gary Vaynerchuk offers some of the best advice I've heard in succeeding in today's social media and technology-driven society, including why so many Americans are turning to the gig economy to complete tasks and make a living.

Vaynerchuk, a native and refugee of the formerly communist Belarus, grew up in a studio apartment in Brooklyn with eight of his family members. From those humble beginnings, he went on to form a wine business that generated over \$60M in annual revenue, and now owns VaynerMedia, which boasts blue-chip clients like Johnson & Johnson, Anheuser-Busch, and Chase bank. Vaynerchuk utilizes social media to show his millions of followers on Twitter, Facebook, Instagram, Snapchat (and more) how to grow their personal brand, develop awareness for the products they sell and services they offer, and create a thriving business. His 2008 book *Crush It* was revolutionary because Vaynerchuk successfully predicted that social media platforms would eventually be a business' greatest marketing tool.

He also understands why the gig economy is so attractive in today's business climate: it saves Americans valuable time.

GaryVee Believes Time Is Precious to Gig Economy Consumers

Vaynerchuk claims that he first bought into the concept of the gig economy when he met with Uber founder Travis Kalanick in New York City about the company's expansion to that area of the country. The moment Vaynerchuk's brother requested an Uber on his phone from a restaurant in Manhattan and the car arrived only a few minutes later, he knew that Uber was not a transportation company – it was a time company. Instead of wasting time to call or wave down a taxi, which may or may not be close by, Uber saved you precious time by bringing a nearby driver to your location.

Vaynerchuk claims that time is the greatest commodity in today's society. With most individuals having access to email, social media, and other electronic tools, they are always at work, or at least can work when they like. The days of a 9-to-5 schedule, or "turning off" work when you arrive at home, are over. In today's non-stop work environment, time is king. Even saving 15 minutes a day can significantly help you meet your goals for the week.

Given the new 24/7 workweek, Americans are constantly searching for ways to save time. On a grand

scale, the gig economy is centered on this very concept. DoorDash can grab your lunch so you can stay at your desk for an extra 30 minutes a day. Rover can walk your dog so you can finalize that overdue project. Handy can clean your home so you can get your daily exercise routine in.

Time Is Precious To Entrepreneurs

The gig economy also affords entrepreneurs, or those wanting to start a business, the flexibility and time to develop their personal business. An inspiring entrepreneur can drive for Uber when he or she has time, make some extra money to fund their fledgling business, and still have plenty time to work on developing their client base. A traditional, behind-the-desk, 9-to-5 job doesn't offer that flexibility.

Given the broad and mobile access to the internet, Vaynerchuk believes anyone can develop a successful business if they pour enough time into it. A gig economy job gives you the time to complete that goal. And besides, Vaynerchuk says, why would you want to go back to your traditional, bottom-of-the-totem-pole job when you can start building your own business empire? He offers this advice to those who have lost a full-time job or are searching for new employment: "Did you jump up every morning eager to go that job that you lost? If not, why are you looking for another one just like it? You have an unbelievable opportunity. Use all this extra time you have to reinvent yourself or follow a totally different path from the one you were on before..."

The gig economy is successful because it offers workers the flexibility to work as much as they want, when they want. But more importantly, it saves time. It saves time for consumers who are too busy to complete their own tasks, and it saves time for workers who want to start their own business. Businesses that understand this concept and model their services in a way that demonstrates their time-saving capacity will have a leg up in today's competitive marketplace.

I highly recommend listening to GaryVee's podcast. It will be a valuable use of your time.

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