



# Establishing And Maintaining Loyalty In The Gig Economy

Insights

1.24.18

As the proliferation of skilled contract workers continues, it is vital for companies to evaluate their strategies to attract and retain accomplished freelancers. Competition for skilled independent contractors is fiercer than ever as the gig economy allows just about everyone to run their own businesses, choose when to work, and carefully select which projects to accept. Because there are now dozens of platforms that allow freelancers to sell their own goods, sell space in their home, and market their skills, your organization is not alone in vying for their services.

And if it's not already obvious, the quality of work provided by your contractors is the key to whether consumers will continue to use your service. By actively and attentively managing gig workers within the confines of the law, you can ensure you receive a great finished product and ensure skilled freelancers will want to work with you again.

Here are a few suggestions that will help you best establish and maintain loyalty among your freelance workforce:

- During the onboarding process, every new worker should be made aware of the growth opportunities within your company. Gig economy contractors should also be made aware of other responsibilities or issues prior to beginning their work. By eliminating surprises and setting clear expectations, you can keep your gig workers engaged.
- When it comes to open communication, this includes clearly outlining expected compensation before hiring an independent contractor.
- Additionally, you should never be afraid to ask freelancers what attracted them to the project or your company in the first place.
- You can also create value for your independent contractors by assisting with the understanding of tax liabilities for gig workers. By offering programs to record expenses, independent contractors can treat themselves like a business and write off their expenses throughout the year.
- Further, you should also make your workers aware of resources that could assist in maximizing their earning potential. By assisting with the reduction of taxes and the possibility to refine their craft, you can stand out from the crowd of other gig economy companies.
- At the end of each project, you should not be afraid to tell your gig workers what they think of the

end product. This will likely improve your performance in the future and strengthen the relationship between you and your freelancers.

In short, you can stand out in the gig economy by establishing proper expectations, creating opportunities for wage growth, understanding freelancers' motivations and goals, and assisting with the reduction of tax liabilities.

### ***Related People***

---



**Brett P. Owens**  
Partner  
813.769.7512  
[Email](#)