



Freelancers University, LLC – Backgrounder

Freelancing has always been around – especially in creative fields. However, it's recently sprung popularity as the labor market is shifting, sending 42 million Americans¹ into contract work and freelance gigs amid a shortage of traditional jobs.

In the face of a grueling 9 percent nationwide unemployment rate, best estimates show as much a third of the workforce¹ as having some sort of non-traditional job, i.e., by way of freelance gigs and contract work.

The real problem, though, is that many of these solo professionals have no idea how to run a business. They may have gone to school for art, design, photography, writing, etc., but many did not take business classes because they simply were not required in order to obtain a degree.

Now, they're out on their own, and while competent at their craft, many of them are not familiar with the various functions and idiosyncrasies of freelancing. Self-employed practitioners have to wear multiple hats; they are not just graphic designers, per se, but also project managers, account executives, research assistants, accountants, bookkeepers, new business developers, and more. Being unfamiliar with the various functions of running a successful freelance business can stress – or even sink – a fledgling career.

While there are several resources available for small business owners, there aren't many that are specifically dedicated to the self-employed creative professional, and those that are either don't focus on the business basics and/or offer in-person training. This is why [Freelancers University](#) was born.

Freelancers U offers the tools needed to not only survive, but also thrive, as an independent businessperson in a creative industry. Designed to offer educational classes and workshops for those who wish to learn the basics, Freelancers University covers a wide range of topics, ranging from legal and business issues to marketing and finding work. Discipline and software-specific classes will also be offered, as well as classes geared for those who hire freelancers. Users and attendees will learn how to run their businesses smarter, easier and more efficiently through instructor-led, panelist, webinar and screencast class formats.

By providing classes that fill in the gaps left by formal education, Freelancers University will offer students continuing education and current trends in: software, hardware, documentation, skills, tips, tricks, tools of the trade, industry standards and new technology.

Freelancers University will be the go-to resource for the self-employed creative professional, providing savvy advice, best practices and industry standards.

Source:

¹ *Marketplace, American Public Media*

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