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For Immediate Release

New Classes Pick Up Where Formal Education Left Off
Freelancers University to launch this fall

KANSAS CITY, MO (September 15, 2011)—[Freelancers University](#) is launching this fall, and it stands to change the way self-employed creative professionals do business. The new venture will provide savvy advice, best practices and industry standards by way of classes, workshops, resources, videos and downloads to enable freelancers to learn how to start, run and succeed in business.

While many professionals went to college for their creative specialty, i.e., writing, design, or photography, they didn't take business classes, simply because they weren't required to obtain a degree. "This much-needed training picks up where formal education left off," says co-founder [Julie Cortés](#). "And now freelancers are faced with issues they weren't taught, such as: should they incorporate, what can and can't they write off for taxes, what do they do about health insurance, and what should they do when a client doesn't pay."

Freelancers University will cover a wide range of topics ranging from legal and billing practices to marketing and new business development. "It's all the tools needed to survive – and thrive – as a solo creative," says co-founder [Jacob McDaniel](#). "It provides freelancers with an easy and affordable way to stay on top of the latest technology, standards, and software, as well as tips, tricks and tools of the trade." Discipline-specific and software-training workshops will also be offered, such as Videography 101 and WordPress for Beginners.

Rounding out the curriculum will be classes geared for those who hire freelancers – clients, covering topics such as how to find the right consultant, what to expect when working with one, policies on spec work and billing standards, as well as discussions on contracts and copyright laws.

Classes will begin November 2nd and will occur regularly at [Bizperc](#), at 1800 Baltimore in the Crossroads Arts District in Kansas City, Missouri. All classes will be videotaped and available online, so users who can't make it or who reside outside the area can also benefit. Speaker handouts and presentations will also be available to subscribers of the website. Class prices begin at \$30 and package discounts are available.

Freelancers University is the go-to resource for the self-employed creative professional, providing savvy advice, best practices and industry standards on how to start, run and succeed at a freelance business. For more information, visit [FreelancersU.com](#), search for Freelancers University on [Facebook](#), connect on [LinkedIn](#) or follow on Twitter at [@freelancersuniv](#).