



The SMART FREELANCE GUIDE

Hiring companies and **FREELANCERS BENEFIT**

There's a reason the number of freelancers in the US has grown to over 59 million or why 38% of independent workers identify themselves as freelancers.

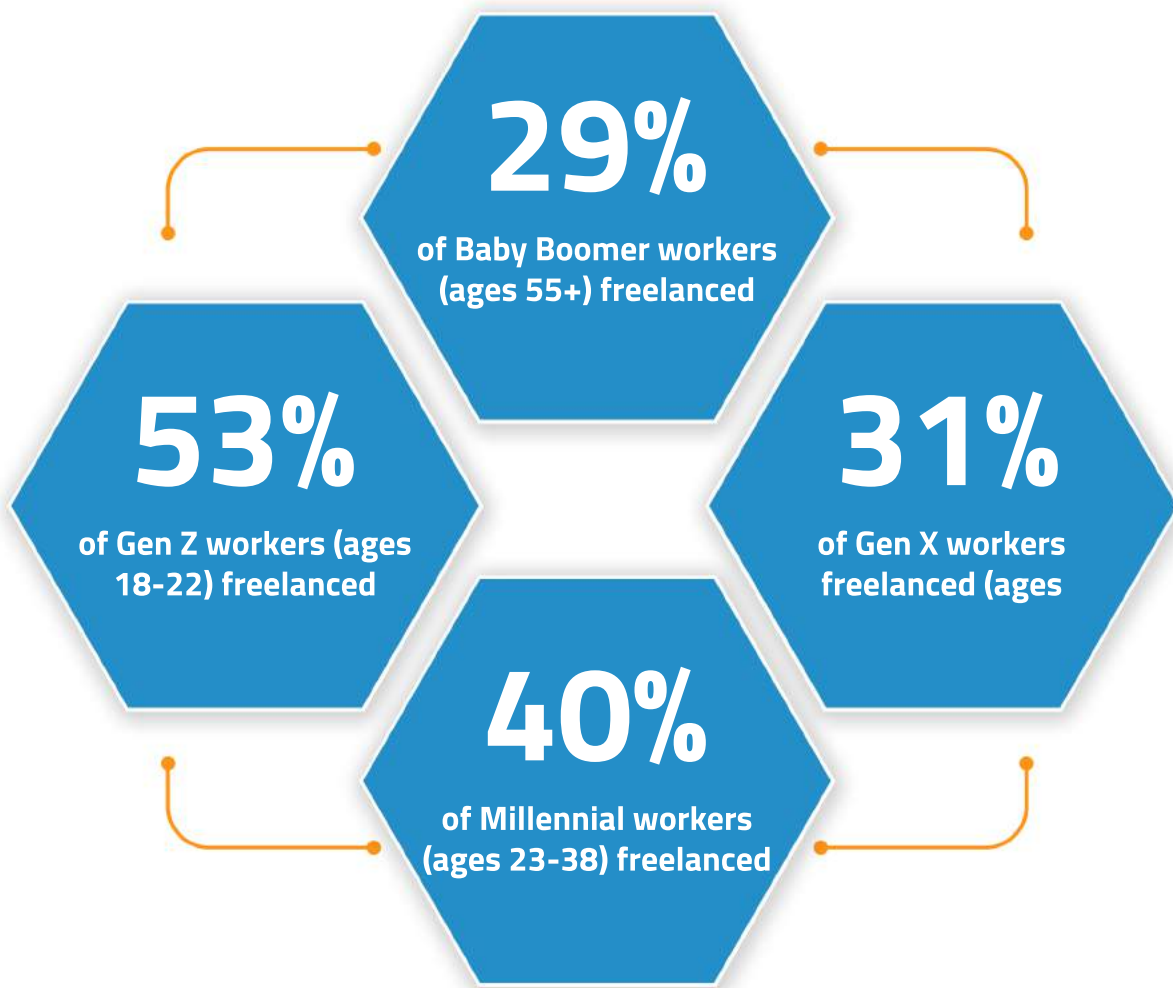
Freelancers **TREND IS GROWING**

For freelancers, the benefits greatly outweigh the often lower income and work stability as compared to being employed full-time.



Companies hiring **FREELANCERS**

For employers, the benefits are equally compelling. So much, that 30% of all Fortune 500 companies are using freelance platforms for their staffing needs.



Compress Project **TIMELINES**

Sourcing freelancers outside of your geographic location expands your workday. While expanding your resources provides the ability to work on tasks in parallel.

Both of which can greatly compress project timelines.

Lower Operating **COSTS**

With employees comes expenses. From increased office space to equipment and supplies, insurance, paid time off and more. With freelancers, those expenses disappear. You simply cover their time worked and that's it.

Freelancers are responsible for their own insurance, office, equipment and more.

Higher Quality **WORK**

Freelancers do not have the luxury of sitting back and relaxing at the employer's expense. They know all too well that lack of performance means the end of a contract.

As a result, freelancers are highly motivated individuals, constantly looking to exceed their client's expectations in delivering the best product possible.

To a freelancer quality equates to more contracts.

FLEXIBILITY

This is one of the greatest benefits of hiring freelancers. Your company can scale if and when you need to. A big client comes onboard, great, source the freelance staff you need.

The project is completed, or traditional seasonality has kicked in? No more worrying about the added expense, your freelancers are not on the payroll.

Your ability to say yes to any customer is as simple as it is hiring freelancers.

Extensive Experience & **INNOVATION**

Freelancers have experience. Far more than the average full-time employee. The nature of the business is such that contracts are constantly changing.

As projects evolve, a freelancer's experience grows. They've "seen that before," or "worked on that in the past."

And with experience comes innovation. Freelancers have a far higher chance of seeing something that full-time employees simply cannot.

And most important, freelancers are known self-starters. Able to manage themselves as a complete team, requiring minimal over-sight.