



## PressRelease

For immediate release

### The rise and rise of the self-employed

LONDON: Record numbers of Britons are turning to self employment and freelancing to find work, and as a result are setting up their own businesses, according to Freelancer.co.uk, the world's largest outsourcing and crowdsourcing marketplace.

Freelancer.co.uk has seen a massive rise of more than 300% in the number of self-employed users registering on its site.

Freelancer.co.uk figures also show a 64% rise in earnings from the self-employed using the site in the first two months of 2012, compared with the first two months of 2011.

Freelancer.co.uk figures also reveal another rising trend that more than a third of those registering will set up their own business and start employing other people to work for them.

Sharon Brogden is one woman who turned self-employed after losing her job and is now employing others. After struggling to earn enough money to eat, she stumbled upon Freelancer.co.uk in an Internet chat room. "Someone messaged me to say they could listen to my voice all day and had I thought of recording audio books?"

"I used Freelancer.co.uk to find work when I was first setting out as a voice-over artist. It worked so well for me I now represent nearly 40 other voice-over artists and have just been asked to find the voice of the London Olympics," Sarah says, who runs the Great British Voice company from the back bedroom of her house in Liversedge.

According to Saif Bonar, Freelancer.co.uk's UK manager, it has never been a better time to start up on your own. "The numbers of the self-employed are swelling at records rates because of a combination of job insecurity, technological advances that reduce set up costs and sites such as Freelancer.co.uk that provide thousands of jobs and clients in one marketplace," he said.

"People joining Freelancer are beating the unemployment statistics by setting up on their own. They are taking advantage of technological changes that make setting up on your own easier.

"What's more, as these new businesses begin to grow they can access a network of skilled freelancers from around the world to support their business. Freelancer.co.uk's latest figures show UK small businesses spending on freelancers from around the world has increased by 134% last year."



## **Editors' notes**

Webby award-winning Freelancer.co.uk is the largest outsourcing marketplace in the world. Through Freelancer.co.uk, businesses connect with independent service providers and freelancers. Freelancer.co.uk connects more than three millions professionals from all over the world. Through our website, employers can hire freelancers to do work in areas such as software, writing, data entry and design right through to engineering and the sciences, sales & marketing and accounting & legal services. Jobs start at £20, and the average job is under £150, making Freelancer.co.uk extremely cost effective for small businesses and entrepreneurs, which often need a wide variety of jobs to be done, but cannot justify the expense of hiring full time.

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