

Successful Free-Lancing



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Within the last several years, the ranks of the free-lancer have swelled massively in numbers and in diversity. The self-sufficient life-style of the independent entrepreneur is a way whose time has come. There are three reasons for the expansion of free-lancing. First, larger companies, in an attempt to reduce overhead, have farmed out many operations formerly executed by in-house staff. Independent professionals in advertising, sales, writing, design, graphics services," and many other areas have benefited from this tilt toward outside

expertise.

The second major reason for the upsurge in free-lancing stems from the astonishing development of unusual services.

My own specialty of organizer did not exist ten years ago; neither did the profession of the wardrobe analyst, the "surrogate wife," and many other one-person service enterprises. My guess is that these services will continue to expand, especially in professions that lift some household burdens from the harassed two-career family.

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