**Hiring Freelancers is A Great Way For Small Businesses to Get Ahead in A Competitive Market**

The U.S. Census Bureau states there are over 30 million small businesses currently in the United States. Of all the small businesses that will start up this year, 20 percent will fail by the end of their first year. While there are many factors that affect the success or failure of a small business, one of the biggest is hiring the right people while keeping within their budget.

**Hiring Freelancers Gives Small Businesses the Ability to Hire Specific Talents**

Small businesses can benefit from hiring individuals specifically related to the company’s field. They can utilize the global market to find such individuals without it costing a lot of overhead. In addition, if they discover the person they hire is not delivering the quality of work expected, they are under no obligation to rehire them.

**There Is More Flexibility**

In a typical business setting, you have set hours of operation, as well as time constraints for getting jobs done. You also have to take into consideration break times and days off. With a freelancer, you can hire someone to work around those limitations giving you the freedom to operate in a 24-hour period, without having to keep your office or facility open beyond a typical business day.

**It Is More Cost Effective to Hire Freelancers**

The average company spends about $4000 per person to hire a new employee, and that is assuming the employee works out. By hiring a freelancer, the company does not have to spend resources hirering new employees.

In conclusion, the average small business can benefit from hiring freelancers, by finding the right people for the job. Companies will benefit from having the ability to have hours that are more flexible. Moreover, they can outsource work for less money than it cost to do it in-house.