# Blue Branch: Does the Future Belong to Entrepreneurs?

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*With research suggesting 50% of Americans will be freelancing by 2020, Blue Branch has reviewed the upcoming entrepreneurial revolution that is taking the world by storm and its many benefits.*

About Blue Branch:http://www.bluebranch.org/about/

According to the *Bureau of Labor Statistics* (www.fastcompany.com) an article titled, 'Here's why the freelancer economy is on the rise', published 8th October 2015 confirmed that as of last year (May 2015) 15.5 million people in the U.S were self-employed. This is an increase of 1 million people from the year before. And this number is expected to keep growing with it being estimated that by 2020, 50% of the American workforce (or 60 million people) will be independent workers, which involves freelancers, contractors and temporary employees.

Although based in the UK, Blue Branch is keen to stay up to date with the development of entrepreneurship in both the UK and around the world. Based on the research, there are a number of reasons why independent work is on the increase. This ranges from shifting economic conditions to corporate downsizing and employee dissatisfaction. Some say an even more contributing factor is the increase in new platforms that are pairing talent with business (remote working and the ability to communicate with another person from virtually everywhere) and in addition to this, the rise of co-working spaces in major cities that offers freelancers unprecedented support and resources.

Freelancing offers some obvious benefits. Firstly, it allows for flexibility in the workplace and lowers the cost for businesses looking for the talents of an expert. Financially driven individuals who work for themselves will have the power to proactively seek out business and increase revenues for themselves while most people will almost guarantee themselves a life time of financial mediocrity by working with a set salary that increases yearly. By being self-employed, one can also work as many or as little hours as they wish, take holidays when they choose and have the autonomy to change the direction of their career at any time they choose.

Sales and event marketing experts, Blue Branch are keen supporters of freelancing and work alongside financially driven sales experts who continue to reap the many benefits that being self-employed offers. The firm does however appreciate that successful freelancing relies on access to support and mentoring. Blue Branch, lead by MD Rania Noumann, offers such support and mentoring to their sales contractors to ensure continued success within the sales and marketing industry.

Blue Branch is an event promotions company based Edinburgh. The firm specialise in event Marketing campaigns and were formed due to the ever-changing demand for alternative marketing strategies. Blue Branch send clear messages directly to consumers without the use of high-cost commercial marketing methods. The firm works with a number of self-employed sales contractors, and are always on the lookout for talented individuals who want to bring their competitive edge into the company.

*For more information follow @Blue_Branch and 'like' them on Facebook.*

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