

## Sample News Article

### New Freelancing Site Set to Raise the Standards

A newly launched website, [www.tender4work.com](http://www.tender4work.com) is aiming squarely at raising the standards in online freelance work brokerage. The on-line freelance job brokerage market is already dominated by several large players, bringing a new site on-line, and expecting to earn market share, is a bold move. Fred Blogs a spokesman for tender4work tells us that, "Whilst the freelance arena, especially in the field of on-line job sites is well established, we believe we have a fresh new outlook on this market. Whilst most of the sites which focus on matching freelancers with people seeking short term staff concentrate on quantity, here at tender4work we are clearly targeting quality."

A tertiary glance at the larger, established freelance work sites on the internet shows a large quantity of projects being placed, offering miniscule financial remuneration, often targeting freelancers in non-English speaking parts of the world in the hopes of getting a good job done cheap. Further investigation shows that this business model seems to attract rip off artists, scammers and a whole host of second rate providers, so just what are tender4work intending to do that is any different? Once again Fred Blogs is quick to comment, tell us that "This is exactly the area in which we intend to be different. Each project, provider and freelance contract that is process through the site will be verified by us. We aim to dissuade the creation of low wage projects, and entirely vet the skill set of the freelancers who bid upon projects. There is a certain stigma attached to those people who vie for business through a freelance job portal, we are aiming to refresh this image, bringing more trust to the marketplace and providing a high quality vehicle for both project owners and freelance staff."

It is fairly obvious that [www.tender4work.com](http://www.tender4work.com) mean business. From the impressive user experience that the well featured website provides both buyers and providers, to the way in which the site owners are looking to bring a more respectable solution to the freelance job market. More and more people are turning to short term freelance employees as a way to enable the completion of small to medium term projects. The freelance industry has gone from strength to strength over the last decade, but is there enough room for another freelance job site? Fred Blogs states that "Without a doubt, this is a growth industry we are attempting to break into, as with any growth market there is always room for a new player to grab a share of the market. We firmly believe that our commitment to service, quality and excellence will bring us a good reputation with the kinds of freelancers we wish to capture, namely the quality ones, we wish to bring excellent providers into contact with sensible project owners. Quite frankly we are not interested in pulling in second rate providers and

project owners paying peanuts, we are aiming for quality throughout, and are quite happy to see the less respectable market segment going elsewhere”.

Time will tell if [www.tender4work.com](http://www.tender4work.com) is on track, although it is blatantly clear that they are serious about not only taking grasp of a significant percentage of the freelance job market, but also making sure that the grasp the best of it.