



FreelanceNation, LLC Company Fact Sheet

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The Company

FreelanceNation is the culmination of the founder's experience – a life dedicated to self-reliance, professional networking, charitable philanthropy, and a willingness to help others achieve a life of professional independence.

Jay Lohmann began his freelance copywriting career as a junior in college. His unique creative abilities and early adoption of 'white hat' search engine optimization placed him at the top of the search engines and vaulted him into worldwide recognition as a premier advertising talent. In addition to his work for Fortune 100 clients, Lohmann fielded thousands of requests from aspiring freelancers seeking advice on self-employment, best business practices, professional networking and Internet Marketing.

After years of concept and development, Lohmann responds with TheFreelanceNation.com. Co-founded with 16-year marketing veteran Will Morgan, TheFreelanceNation.com is a comprehensive collaborative community dedicated to enhancing the self-employment lifestyle and facilitating the interaction between independent contractors and businesses seeking temporary professional assistance.

The Freelance Nation Mission Statement

FreelanceNation was designed to enhance the interaction between companies looking for contract services and those who provide it; to enable Freelancers to easily source, fairly price, successfully transact business, and strengthen and propagate the freelance industry through collaboration and cooperation.

The Freelance Nation Values

- High respect for the worth of the individual
- Personal and Corporate Integrity
- Commitment to high standards and the pursuit of excellence
- Achieving goals through teamwork and servant leadership
- Flexibility, forward-thinking and driving innovation
- Contributing to the communities and charitable organizations
- Love for our country and its Constitution

What is FreelanceNation?

- The umbrella organization and term for a network of 119 city-specific freelance job directories, each search engine optimized and marketed for the local region
- A strategic tool that enables businesses to fill professional gaps, supplement, or replace their workforce needs

- An Internet Marketing Tool that enables the freelancer to easily source, fairly price, and successfully transact business
- A hidden talent pool from a wide variety of professions that corporate and independent recruiters can quickly access and easily source
- A group of self-employed veterans who are passionate about the freelance lifestyle and serious in their mission to help others achieve their dream of professional independence

Our Primary Business

TheFreelanceNation.com is a network of 119 city-specific freelance job boards designed to enhance the interaction between companies looking for contract talent and those Independent Professionals who provide it. It is unique because, after much research, it was intentionally designed to eliminate problems that plague the freelance industry. FreelanceNation enables the self-employed to easily source, fairly price, and successfully transact business and enhance their small business through collaboration and cooperation. FreelanceNation provides freelance work through:

- **100% blind bidding**
- **Customizable membership rates**
- **Search engine optimized profiles and projects**
- **500 skill sets in 23 professions**
- **Self-employment support and small business support**
- **[A professional networking forum](#)**
- **Local to national search**

...and many other features that make it an effective online business tool and collaborative business community. Our goal is to continue to build and actively promote the best website in the world that provides business support throughout the self-employment lifecycle.

Target Markets – FreelanceNation’s core target markets are:

1. Progressive, growth-oriented businesses including start-ups, SMBs and Fortune 500 companies with 1 – 3,000 employees.
2. Search firms, corporate recruiters, SMB owners and project managers
3. Professional associations and organization
4. Independent Professionals and contract employees. Most are skilled white-collar workers, management and executives in the following 23 verticals:
 - 3-D illustrators
 - Accounting / Finance Professionals
 - Administrative Support Specialists
 - Advertising / Marketing / Designers
 - Architects / Engineers
 - Audio / Video / Film
 - Business Consultants
 - Gamers and Testers

- Hardware / Networking / Telephony
- Healthcare Professionals
- Hosting Service Providers
- Illustrators
- Internet Marketers
- Legal and Paralegal Professionals
- Media Specialists
- Photographers
- Programmers
- Public Relations / Promotions
- Traditional Artists
- Trainers / Educators / Tutors
- Translators and Linguistic Specialists
- Website and Interactive Designers and Developers
- Writers / Editors

Year Established

Main Website launched in September 2007

Revenues

Privately Held Company

Officers

Jay Lohmann	<i>Founder / CEO</i>
Will Morgan	<i>Co-founder, Partner</i>

Corporate Headquarters

3005 Commerce St.
Dallas, Texas 75226

Main Website:

www.TheFreelanceNation.com

Online Properties / Cities Served:

[Albany](#) · [Albuquerque](#) · [Alexandria](#) · [Annapolis](#) · [Arlington, VA](#) · [Arlington, TX](#) · [Asheville](#) · [Atlanta](#) · [Augusta](#) · [Austin](#) · [Baton Rouge](#) · [Birmingham](#) · [Bismarck](#) · [Boca Raton](#) · [Boise](#) · [Boston](#) · [Boulder](#) · [Bridgeport](#) · [Buffalo](#) · [Chapel Hill](#) · [Charleston](#) · [Charlotte](#) · [Cheyenne](#) · [Chicago](#) · [Cincinnati](#) · [Cleveland](#) · [Colorado Springs](#) · [Columbia](#) · [Columbus](#) · [Concord](#) · [Corpus Christi](#) · [Dallas](#) · [Denver](#) · [Des Moines](#) · [Detroit](#) · [Durham](#) · [Edmonton](#) · [El Paso](#) · [Eugene](#) · [Fresno](#) · [Ft. Lauderdale](#) · [Ft. Worth](#) · [Hampton Roads](#) · [Hartford](#) · [Helena](#) · [Honolulu](#) · [Houston](#) · [Indianapolis](#) · [Jackson](#) · [Jacksonville](#) · [Jefferson City](#) · [Kansas City](#) · [Lansing](#) · [Las Vegas](#) · [Little Rock](#) · [Long Beach](#) · [Los Angeles](#) · [Louisville](#) · [Madison](#) · [Memphis](#) · [Mesa](#) · [Miami](#) · [Milwaukee](#) ·

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Interesting Facts:

The company was self-funded and remains wholly-owned by the founders

Founder and CEO Jay Lohmann, has been self-employed since he was a junior in college, starting out as a freelance copywriter before starting an advertising agency and a public relations firm and eventually, The FreelanceNation.

Together the partners have founded, co-founded or managed eight businesses related to advertising, design public relations and product development.

Jay Lohmann is a former United States Marine, serving from '89 – '96.

FreelanceNation supports local professional organizations and associations as well as foundations dedicated to the charitable needs of veterans, children, the elderly and the arts.

The founders are co-located in Dallas and Colorado Springs

In the United States, small businesses make up more than 70 percent of all businesses, with receipts nearing \$830 billion

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