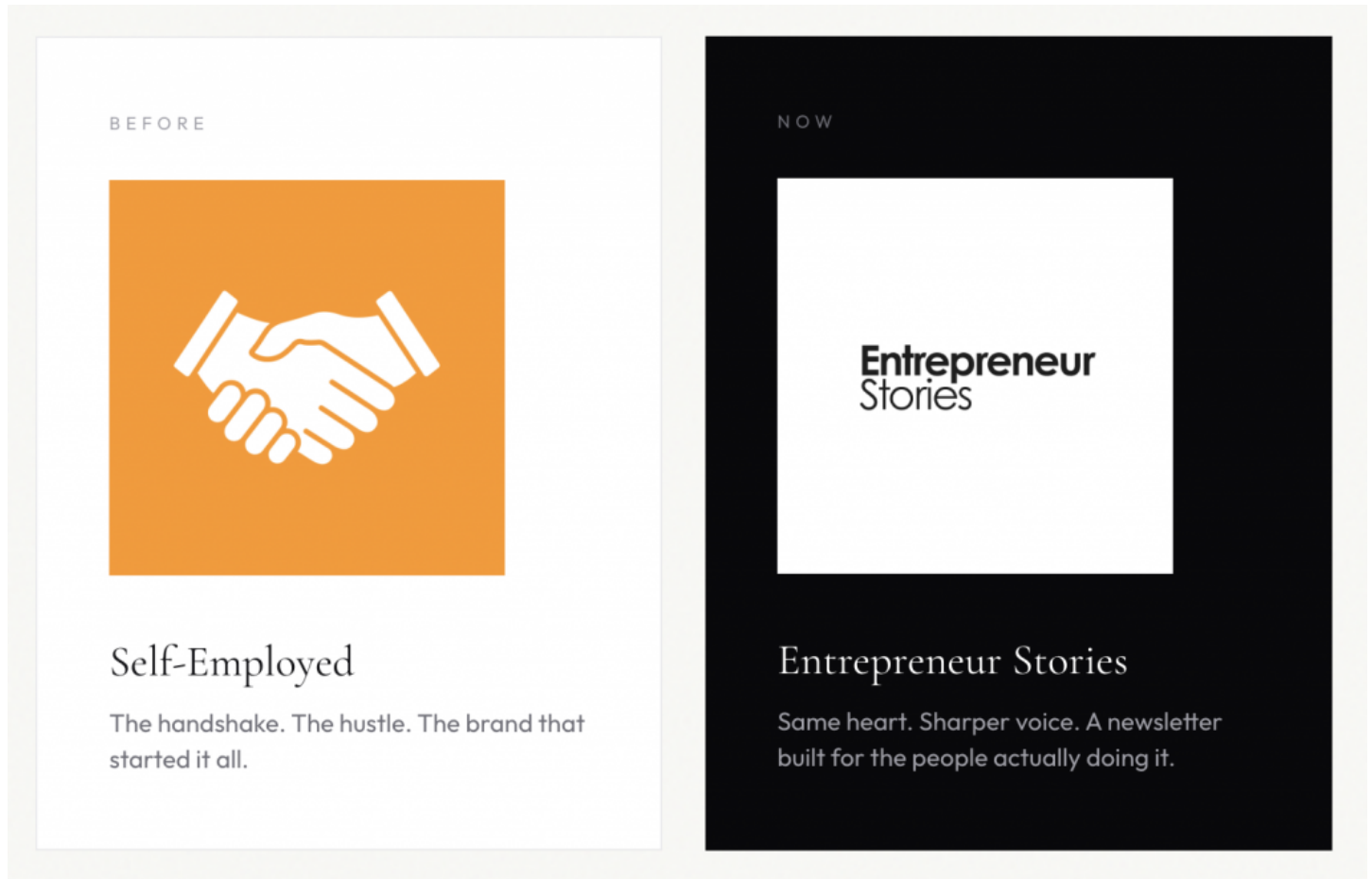


Self Employed announces rebrand to Entrepreneur Stories, marking a new editorial direction

The brand announces its evolution into Entrepreneur Stories, a dedicated editorial platform covering the real journeys, failures, and breakthroughs of founders and entrepreneurs worldwide



Satellite Beach, Florida Jun 23, 2026 (Issuewire.com) - [Self Employed](#), the LinkedIn-based media brand serving over 1.8 million freelancers, independent contractors, and entrepreneurs, today announced its rebrand into [Entrepreneur Stories](#) — a dedicated editorial platform for founder-focused journalism.

The new brand, operating at linkedin.com/company/entrepreneur-stories, represents the natural evolution of what Self Employed has been building toward — moving from motivational and mindset-driven content into serious, story-driven journalism that covers the real experiences of business founders. The rebrand reflects both a shift in editorial direction and a deepened commitment to the entrepreneurial audience the brand has spent years serving.

"Self Employed was always about the people who chose to bet on themselves. Entrepreneur Stories is that same mission with sharper focus — we're building a media brand that treats entrepreneurs the way they deserve to be treated: as the subjects of serious, compelling journalism, not just inspirational content."

— Founder, Entrepreneur Stories

The rebrand is driven by a strong audience signal. The brand's newsletter, Self Employed Insider, has already validated the editorial direction — with early editions covering stories such as the \$600 million opportunity a founder missed by not checking his DMs, attracting over 27,000 newsletter subscribers within six hours of its first publication.

Under the Entrepreneur Stories identity, the brand will publish journalism-style content covering founder narratives, business post-mortems, financial collapses, and the behind-the-scenes moments that define what it actually takes to build a company. Content will be distributed via LinkedIn and the brand's newsletter platform, with a paid membership community planned for later in 2026.

The rebrand takes effect immediately, with the Entrepreneur Stories LinkedIn Page now live and the editorial calendar reflecting the new brand direction going forward.

About Entrepreneur Stories

Entrepreneur Stories is a LinkedIn-based media brand with over 1.8 million followers, dedicated to journalism-style coverage of founder journeys, business failures, and breakthrough moments. The brand publishes via LinkedIn and its newsletter, with a paid membership community launching in late 2026.

Media Contact

Entrepreneur Stories

*****@entrepreneurstories.org

<https://entrepreneurstories.org>

Source : Entrepreneur Stories

[See on IssueWire](#)