

A Conversation with Nick Friedman and Omar Soliman, authors of *Effortless Entrepreneur*:

Who is the "Effortless Entrepreneur?"

An Effortless Entrepreneur is anyone who breaks away from what society tells them is the "norm" and takes a risk by creating their own destiny. The journey in creating and running a business is by no means effortless, but when you are doing something you love, long days feel short and hard days feel easy.

How did you come up with the concept for College Hunks Hauling Junk?

College Hunks Hauling Junk started on a hot summer day in Washington DC. Most of our friends were working typical "college student" jobs like waiting tables, boring retail jobs and internships. We wanted to do something different. Omar's mom let us borrow a cargo van she used for deliveries for her furniture store. We decided hauling junk would be our summer gig. After putting up flyers that said College Hunks Hauling Junk around the neighborhood we started getting calls for our services. After going back to school Omar submitted a business plan for College Hunks Hauling Junk at an entrepreneurship competition at the University of Miami that won 1st place and \$10,000 out of over 150 entries.

When did you realize that your business was successful?

We realized our business was successful when we began franchising the concept nationwide back in 2007. In less than 3 years we grew from 1 location to 35 locations across the country. However, our true measure of success will be when we become the largest employer of college students in the nation. We are on pace to reach this goal within 2 years.

What advice would you give to young people trying to find a job in today's economy?

Young people looking for jobs in today's economy need to consider what their life goals are. If they are seeking the security of a stable job for the next 20-30 years then entrepreneurship is not for them. If they want to break free from "social norms" and do something on their own there is no better time than right now to start a business. This generation of young people will go down as the most entrepreneurial generation in history.

You have garnered a lot of publicity by participating on shows such as ABC's *Shark Tank* and Bravo's *Millionaire Matchmaker*. How do you use this to your business' advantage?

There has never been a home service business that leverages publicity the way College Hunks Hauling Junk does. We consider ourselves a marketing company that just happens to do junk removal instead of the other way around. Publicity stunts such as taking a date to haul junk on Bravo's *Millionaire Matchmaker* or participating in TV shows such as ABC's *Shark Tank* help us reach our goal of becoming a household brand name. We don't have the ad budgets that Fortune 500 companies have but we are able to be a part of dinner table conversations across the country because of the way we leverage publicity.

What was your original goal when you started College Hunks Hauling Junk versus what it is today?

Our original goal for College Hunks Hauling Junk was to make some extra beer money before the college semester started. We had no idea it would turn into the company that it has become today. Our vision has changed considerably but we stay committed to our roots of working with college students to give them the tools to become successful in whatever path they choose. Today our goal is to become the largest employer of college students in the nation and a launch pad for future entrepreneurs.

How do you balance your friendship, which began long before the company was formed, within your work environment? What differentiates the two of you?

We have been friends since we were 15 years old. Like any 2 friends or business partners we have disagreements. What separates us from the typical horror stories you hear about other business partnerships is the fact that our personalities and strengths complement each other. We know how to separate disagreements about business from friendship and vice versa. It's imperative that business partners share the same vision BEFORE they embark on their journey.

*To schedule an interview with **Nick and Omar**, please contact Jessica Reich, Crown Publicity, at (212) 547-6501 or jreich@randomhouse.com*