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From junk to millions, the success of College Hunks Hauling Junk – and how others can do it too!

“This is THE book for anyone who has contemplated starting a business”
—**Fred Deluca, Founder of Subway**

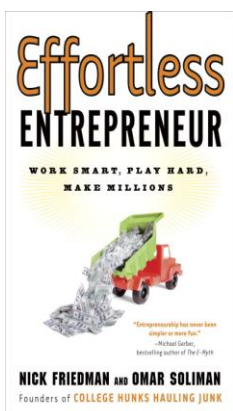
“Nick and Omar are the future of entrepreneurship”
—**George Nadaff, franchise guru/ former CEO of Boston Market**

Effortless Entrepreneur

Work Smart, Play Hard, Make Millions

By Nick Friedman and Omar Soliman
Founders of College Hunks Hauling Junk

Foreword by Michael Gerber, Author of the Bestselling E-Myth Mastery Series



Most budding entrepreneurs study hard in school and make learning their #1 priority. Not **Nick Friedman** and **Omar Soliman**. They focused on partying! When they started College Hunks Hauling Junk right out of college, those who knew them well thought it was a joke. They had no idea it would quickly grow into the largest junk removal franchise in the United States. Or that they would be millionaires before they turned 25. Or that they would soon appear everywhere from *The New York Times* to ABC's *Shark Tank* to Bravo's *Millionaire Matchmaker*. After all, they didn't fit the stereotype of young entrepreneurs. They weren't work-a-holics, didn't have fancy degrees or lots of experience, and they weren't Ivy League computer whizzes. They were just two fun-loving guys who had a good idea and decided to make it work. Now they want to help others find success using the tools and philosophy in their book **EFFORTLESS ENTREPRENEUR: Work Smart, Play Hard, Make Millions** (Three Rivers Press, Paperback Original, September 2010), a guide to building a million dollar business from the ground up.

Most business books are written from the point of view of someone who has been in business for many years, more likely over 40, and address how to manage the younger generations. **EFFORTLESS ENTREPRENEUR** is unique in that it's written from the perspective of two young Gen Y guys who look at business from a very different vantage point. Nick and Omar address how they bridged the communication gap with their older employees and had to teach staff members their own age—Generation Text—basic skills, like how to talk on the phone and use good manners with customers. They also developed

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a model for developing strong customer and staff loyalty, with an emphasis on giving amazing customer service and having an extensive company culture. Specifics are detailed for how any business can follow the lead of these clever young entrepreneurs!

The book spells out Nick and Omar's Ten Business Commandments and refers to them throughout the book. Reflecting the Gen Y mentality, the first one is *Never sacrifice health, family or friendships for business reasons*. Instead of encouraging readers to work very hard, Nick and Omar tell readers how to work smart so they have time to play hard. They spell out how to develop extensive systems so that eventually a business owner can take lots of time off, without stress.

Many business books are dry and hard to get through. Not **EFFORTLESS ENTREPRENEUR!** Nick and Omar's fun spirit is evident in every chapter. They use analogies that young people will relate to. In chapter 6, they compare building a business to the thrill and challenge of playing a video game. And in several chapters they compare sales and marketing skills to those that are helpful for picking up girls or guys and successful dating. Nick and Omar verbally illustrate their lessons with their own experiences to give a good picture of how each is done.

Given the stagnant unemployment rate, young people who are just entering the workforce are having an incredibly difficult time securing jobs and internships. Once upon a time graduating from a good school and working hard meant securing a first job, moving up in the corporation, and having a shot at the American dream, and these days it seems like all the corporate rat race gets you is stress, layoffs, and a rapidly shrinking 401 (k). Thus younger generations, those who shun the normal 9-5 cubicle job, will be turning towards self-employment in even greater numbers. Nick and Omar prove that there is no greater time to embrace your entrepreneurial spirit than today, and with a smart idea and even stronger determination, you can turn yourself into an entrepreneur and thrive.

EFFORTLESS ENTREPRENEUR does not subscribe to fancy software or a high-powered derivative, use complicated business schemes or preach involving outside investors. It asks you to follow 10 simple, common-sense commandments that anyone can understand and execute, and use them to build a plain old-fashioned business model that does a simple job well. Nick and Omar walk readers through the step by step process of building a successful company, from those first brainstorming sessions, to fostering client relationships and establishing a brand, to branching out and even franchising. Each step is easy to follow, and they provide numerous examples both from their own experiences and that of others, so readers always know where they are in the process and what they should be doing next. Perhaps most importantly, they recognize that readers don't just want money, but they also want to have time to have fun, freedom to decide their own future, and they want to contribute to something of real value.

From borrowing their mom's cargo truck during one summer between college semesters to a franchised company with more than 35 locations nationwide, Nick and Omar have captured the essence of entrepreneurship and taken it to an entirely new level. Whether you are still in school, just starting out, or have spent years in the workforce, their guidance in **EFFORTLESS ENTREPRENEUR** will lead you to long term success and ultimately achieving your business dream.

Please see the additional materials attached including a questionnaire with Nick and Omar, their extensive biographies, and company statistics on College Hunks Hauling Junk.

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About the Book:

EFFORTLESS ENTREPRENEUR

Work Smart, Play Hard, Make Millions

By Nick Friedman and Omar Soliman

Three Rivers Press Paperback Original

September 7, 2010; 978-0-307-58799-2; \$15.00

For more information on College Hunks Hauling Junk, visit their website at
www.1800junkusa.com