

Build Your Brand with Passion and Integrity (Feat. Kara Goldin) Pt. 1

Corey Andrew Powell [\[00:00:02\]](#)

Kara Goldin took the beverage industry by storm with a simple idea and her kitchen concoction. The end result — she created an entirely new product category. The founder and CEO of Hint Water joins me today in a discussion about leadership, creativity and the power of perseverance. I am joined today by Kara Gold and founder, and CEO of Hint - a fruit infused water brand offering a healthy alternative to the high-calorie sugary soft drinks and Kara is also the host of the Kara Goldin Show podcast, so Kara, welcome to Motivational Mondays.

Kara Goldin [\[00:00:37\]](#)

Thank you. Thanks for having me. Very motivated to be here.

Corey Andrew Powell [\[00:00:41\]](#)

Good, good. Well, I am too. I'm really excited to talk to you as we just sort of spoke a little bit before We began recording. I recalled back in 2006 when Hint first began and seeing you on TV, doing all the media and press events for it. So belated congratulations on your success.

Kara Goldin [\[00:00:57\]](#)

Thank you. Thank you so much.

Corey Andrew Powell [\[00:00:59\]](#)

How did you create and why did you create the Hint brand?

Kara Goldin [\[00:01:03\]](#)

We launched in 2005, but it was really back in 2004, when I really started thinking about my health and I think it was I had young kids. I was really paying attention to what I was putting in their body and I think that sort of pushed me to kind of practice what I preach I guess. And I started looking at all of the diet soda that I was drinking. And when I figured out that actually maybe I should do a little test and give up my diet soda for plain water. That seemed really easy. It was actually really hard. It was like a two-week boot camp to try and get myself over that hump. And when I did that, a lot of things happen that I was really surprised by. And one of the things was that I lost over 20 pounds and two and a half weeks. My adult acne cleared up. And my energy levels just zoomed up. And it was at that moment when I thought, wow, this would be really great, except water is so darn boring. So let me start slicing up fruit and throwing it in the water. Just to give it a little bit of taste.

I didn't want any sweeteners in it because I had moved away from the diet sweeteners that was in my soda. And when I really like was living with thesee, cutting up fruit and the hassle of cutting up fruit and the expense of cutting up fruit. I thought, I wonder if there's a product like this on the market. I didn't actually sit there and say, I'm going to go be an entrepreneur. I'm going to start a beverage company. For me, it was really solving this problem and it happened super organically. And, I mean, believe me. I looked in every store on both coasts of this country. And could not find a product like Hint. And so, that's when I thought I'm taking a little break. I had been a tech executive for many years, and I thought, I'm taking a break now. Wouldn't that be so cool if I could get my product on the shelves of this brand-new, gorgeous supermarket called Whole Foods. And I mean, there seems like there's a lot of products in there that maybe are not in sort of the other grocery stores that I see out there and I thought, you know, I'm just going to go for it and see what will happen. If nothing else. I'll learn about this industry. Maybe I can develop this product and somebody will come buy me really quickly. I don't know what I thought, exactly. But more than anything, as I really started to see how hard it was and so many of the things that I was going through. I just had no idea on so many levels...

Corey Andrew Powell [\[00:03:56\]](#)

On the business side, you mean?

Kara Goldin [\[00:03:57\]](#)

On the business side, but also like the industry side. I also hadn't realized until probably a month and that I was not only, I knew I was launching a new product in a new company, but I was launching an entirely new category. If I would have known that I was launching a new category I probably wouldn't have done it. I mean, it's just so daunting and big, right? But when I thought about the fact that a product like Hint had helped me so much. I thought if I can actually get it out there and get consumers to know that you don't have to be drinking diet soda or all these, you know, kind of healthy perception versus healthy reality products that are out there. If I could do that, the drive, the satisfaction of being able to launch a product that helped a lot of people get healthy and drink more water — I just thought it'd be cool. And that was it.

Corey Andrew Powell [\[00:04:56\]](#)

Yeah, you weren't like trying to take on the giants and would be the next big beverage brand but I think you know, when you your story, though, speaks a lot to integrity and the work, putting in the work, which is really important. So many people have ideas and they kind of want to get rich quick or the idea is just to drive money to make money, but I think the lesson here is that, you know, what, put in the time to develop, put the work in, have integrity, believe in what you believe in, right? And not worry about that. And if you're lucky, maybe something will happen.

Kara Goldin [\[00:05:30\]](#)

Yeah. And I think often times when we see hard things, when our world is filled with people who want us to play it safe, or have their own doubts about whether or not, we can accomplish what we're setting out to do that. To me it's kind of sad, right? I mean we start out thinking like the world is our oyster, just go out and do it and then somewhere along the way, we hit these hurdles, we hit these walls. Sometimes they're our own doubts. Sometimes we've got people that are maybe meaning well, right?

Corey Andrew Powell [\[00:06:08\]](#)

As they discourage you from your dream.

Kara Goldin [\[00:06:10\]](#)

Right. They discourage you because they want you. I mean, family and friends, really close friends are the worst because they don't want you to take any risk. They want you to be happy. They want you to, you know, be able to put food on your table and a roof over your head.

Corey Andrew Powell [\[00:06:27\]](#)

The practicalities, sure.

Kara Goldin [\[00:06:29\]](#)

Right. Right. But the challenge with that, is that in order for us to grow, we need to put ourselves...and this, is as humans, right? In order for us to grow we need to put ourselves into positions where, you know, we're not really sure whether or not, it's going to be super successful. We're not really sure whether or not we can take on the giants, right? I mean, people would ask me, so why do you think you can take on Coca-Cola and Pepsi. And I'm like, you know, I would come up with five reasons why I thought that I could, but the truth was, I didn't know if I could. But I thought, what's the worst that would happen if I fail? I mean that is I think that that's a statement that I think about a lot that if the worst is that you, I don't know... you have a lot of product sitting in your pantry that you're drinking on your own.

Corey Andrew Powell [\[00:07:26\]](#)

That you enjoy yourself.

Kara Goldin [\[00:07:28\]](#)

Right? And you learn about a new industry. You learn about maybe something that you couldn't do that you weren't capable of for some reason and doing it. But I think more than anything. What usually happens. When you put yourself into a position where you're, you know, you'd like it to happen, but you're not sure whether or not it's going to happen. We've all had those moments. You find out that there's a lot more or maybe there are different things that you never thought about that you actually got through. So one of the stories in my book "Undaunted" that I talked about. I mean, I think this is true clearly for business examples, but also for, you know, situations in your personal life.

I talk about hiking, the Grand Canyon, and how, you know, for me that was a giant step that I was very nervous about and very uncomfortable with. And when people would ask me afterwards, were you afraid as you thought of the height? I mean that was part of it. But so many things happened along the way that were even scarier. And there were things like the height situation that I really looked at. And I thought, you know, that was bad, but I got through that and I figured out ways to get around that. But again, through putting yourself into these uncomfortable challenging experiences, that's where we really uncover who we are.

Corey Andrew Powell [\[00:09:05\]](#)

You are one of so many CEOs or entrepreneurs, founders of companies. However we are classifying that group of people who have said the exact thing about being out of your comfort zone. Not being afraid to take chances and, and that does parlay into life is not just about businesses, right? So many of us, I think we put the self brakes on before we even give ourselves an opportunity to be successful, but you do mention also, other people, there's a great video. I just saw on social media a week ago, I think, of the actress Taranji P Henson. And she talks about going to Hollywood at like age 27 — a black woman with a six-year-old kid, and she's like, I'm going to be a star and you're like, girl, have you thought about that really? And they just discouraged her. And she said, I know what I need to do. And she literally goes over to Hollywood with her six-year-old kid and becomes one of the biggest stars on TV. But she says the minute you allow someone else to project their fears onto you, you're done. And so it's again pretty much what you're saying.

Kara Goldin [\[00:10:10\]](#)

Yeah, and I think, in many ways, it's really, it's a story of if people are projecting their own fears right on you. THEY would never go to Hollywood. THEY would never do that, but they're not sort of identifying their own fears in the conversation. They're saying, oh, why would you do that. Why don't you keep your job? Why? I mean you have a young kid, the security, the whole thing. And I think in some ways I've always felt like if I really believe that there's a possibility that this could happen, it may not totally happen the way that I want it. But if I believe there's a possibility and all these other people around me are sitting here thinking, there's no way you're going to be able to do it. Then you're that Underdog, right? Where you don't have anyone having any expectations? They're just going to confirm exactly what they said to you before. I told you that you weren't going to be able to do that. It was interesting, my daughter who is in college, she was talking to me the other day about something that I thought was really, really interesting, which was, she said to me that a lot of people when she was younger would say to her, you're going to be the president of the United States. And she felt like there were too high expectations for that situation. And I see your Furrow there... I had the same one, and I said that's so interesting because I think teachers and, you know, people, coaches or whatever, she's a huge speech and debater. And so I said, if somebody's saying that to you they probably felt like they were saying that to you because you deserved that compliment.

Corey Andrew Powell [\[00:12:01\]](#)

They see something right?

Kara Goldin [\[00:12:03\]](#)

Right, they see something. But when somebody actually has these incredibly high expectations for you, then like she said, that you carry that, right? And so then if you're not achieving that kind of, that level and you experience instead something totally different, you're not ending up to be the president. You didn't even try to be the President. But it's a very complicated thing. So it sort of sits somewhere in between, which is worse? If people doubt you or if they actually say that you are absolutely going to go do it? And yet you don't feel like doing that, right?

Corey Andrew Powell [\[00:12:45\]](#)

It's interesting.

Kara Goldin [\[00:12:46\]](#)

It is. It's very complicated. I remember on my plane flight coming back from the east coast to San Francisco where I live. I was really thinking about that because she wants to be a playwright. And so playwrights, of course, get lots of rejection.

Corey Andrew Powell [\[00:13:02\]](#)

Yea, it's the nature of the beast.

Kara Goldin [\[00:13:03\]](#)

Right? It's the nature of the Beast. And anyway, I just thought it was fascinating because it's sort of the other end of the Spectrum in some ways. I'm not sure which is better or worse.

Corey Andrew Powell [\[00:13:15\]](#)

Thank you for listening to Motivational Mondays presented by The National Society of leadership and success and available wherever you listen to your favorite podcasts. I'm Corey Andrew Powell and I'll see you again here next week.