

Kim Strobel: [00:00:00](#) Hello, hello, hello friends, and welcome to the She Finds Joy podcast where we reclaim the super shiny lights that burn in each of us. I'm Kim Strobel your truth telling, real talk, happiness coach who believes in the power of showing up as our flawsome-selves even, and especially my friends, when it comes to working through our hard stuff. After all, when we're playing in our arenas of bigness, life gets better as we get bolder. So buckle up for the no BS, zero fluff advice that gives you the small steps for big joy. One of the best things about She Finds Joy is our community. So be sure to join us in our free private Facebook group to connect with other women who are creating more joy in their lives, just like you. You can find us at kimstrobel.com/shefindsjoy. All right, let's dive in to today's episode. Here we go.

Kim Strobel: [00:01:20](#) All right, everyone. Welcome. Welcome back to the show and I'm super excited that I am being joined today by my fellow friend and mentor and colleague, Felecia Hatcher. Felecia Hatcher is a white house award winning entrepreneur, total badass business rainmaker and the bestselling author of Start Your Business on a Ramen Noodle Budget. She's also a globally sought after speaker, a media darling, a mama and the founder of the Tribe Co-Work and Urban Innovation Lab, Code Fever and Black Tech Week. She is also the rather awesome former chief popsicle at Feverish Pops, which was a gourmet ice pop boutique and manufacturing brand with a fortune 500 client roster that would make your head spin. Prior to becoming an entrepreneur, Felecia was a marketing executive working for big brands like Nintendo, Sony, Wells Fargo, McKee foods, and get this, the NBA so today I am welcoming Felecia to our show to our podcast.

Kim Strobel: [00:02:42](#) I feel super honored and privileged to be able to share some of the same spaces with her. So welcome Felecia.

Felecia Hatcher: [00:02:48](#) Thank you so much for having me on your show, Kim.

Kim Strobel: [00:02:51](#) Yeah, I'm so excited. So I just have to back this bus up a minute because Felecia and I actually, I believe in divine destiny and that God and universe is always putting the right people, the right situations, the right circumstances around you when you co-create with the universe, God, spirit, whatever one wants to call it. And so I think it's divine destiny that you came into my life. And when we met at a business mastermind, Felecia, I was so drawn to everything about you, the way you took up space in a room, the way you dressed, the glasses that you wore, like you to me are someone who just absolutely owned everything about yourself. You owned your body, you owned the way you

looked, you owned your brain, your intelligence. Like you really did just exude this level of intrigue and interest for me.

Felecia Hatcher: [00:03:47](#)

All of that?

Kim Strobel: [00:03:49](#)

Yes! I mean, I could not stop looking at you. I just could feel this energy dynamic around who you were as a woman. And then of course our ties continued to grow and we started to get into a closer personal connection. And I have to tell you all, I have actually hired Felecia to do some business coaching with me. So she is more than a friend and a mentor and a colleague. She's actually going to become a part of my team that helps me put myself out there in the world in a bigger way. So I'm so excited to learn from all things from you. But what I want to do is I want us to back all the way up, Felecia, and I want us to to hear kind of your backstory. Like I mean I think you even wrote this book about being a C student and getting like \$130,000 in scholarships as a C high school student. I want to know who is the Felecia at 18 years old to the woman today that truly commands \$20,000 or more to get your presence on the stage for an hour.

Felecia Hatcher: [00:04:56](#)

Yeah. Well first of all, thank you so much for the amazing and awesome words. I receive all of that. I appreciate that and I'm so happy that we met and we have like kind of set out on this journey together of being friends and colleges. Like I'm excited about all of that and then the invitation on your podcast. But I think it's so epic and I'm so excited. So it was the Felecia at 18 years old. Goodness gracious. I don't even know if I recognize that person if she walked pass me on the street, but you know, there was a lot going on. Right. And so I wasn't the best student in school on like paper, right? But like I was extremely active. I love working with my hands and I'm a kinesthetic learner and like all of these things just didn't really kind of transfer really well inside of the classroom.

Felecia Hatcher: [00:05:45](#)

And so I was very much a C student. I always joke, and my mom hates when I tell that joke. But I was like, if you could major or the minor in anything in high school, like freshman year I majored and minored in boys and basketball. That's where I spent all of my time. And so as a result, my GPA suffered. Like it dropped down to a 2.1 as a freshman in high school. And I worked really hard the next few years to bring it up as high as I possibly could, but never quite got it to a 3.0 you know. I was just like maybe on the way down but not on the way up it didn't go back up to a 3.0 but I, you know, my mom told myself and I have a younger brother, you either go into college or you're going to the military. And like those were kind of like our only

two choices. Nothing wrong with the military. It just wasn't where I saw myself at 18 kind of wanting to go and kind of thinking through like the trajectory of my life. And then so I had my mom on one side. Right. Kind of like you remember when you, Kim, when you have like the two little, like it's like the devil.

Kim Strobel: [00:06:47](#)

Yeah, the angel and the devil. Yes.

Felecia Hatcher: [00:06:49](#)

Or the two voices on both sides of like being very conflicted at 17 and 18 about like what the next steps are. I think even just like that weighty question I don't like asking 17 and 18 year olds like 'What are you gonna do with the rest of your life?' I think they haven't nearly experienced a fraction of what they're going to experience, but kind of telling them to define their life. A whole of this story, a whole other podcast, Kim.

Kim Strobel: [00:07:15](#)

Yeah, and I want to stop you right there because you know of course my other business is I'm an educator and this is one of the things that I talk about. Like we actually do this to kids when they enter kindergarten. They come home with these little papers that say, what do I want to be when I grow up? And I'm like, I think that's the wrong question for anybody. I don't care if you're 6 or 16 or 26 to me, what that's really saying is like what's the career that you're going to choose? Cause that's going to define who you are and that's going to let us know whether or not you're a valuable enough human being. When in fact, I think the better question is how do you want to show up and serve in the world? How do you want to contribute to it in a positive way? We make it so much about the label of this career. And so, yeah, I think you're right. I think we do this to kids from the time they're super young, you know?

Felecia Hatcher: [00:08:09](#)

Yeah. I get frustrated with it because like, you know, my daughter's six and people will like come up to her and ask her that. And I've told plenty of people like don't ask my daughter that like, she's six. Her frame of reference of the world is very, very small, you know, and she goes from one day wanting to be like Elsa the next day, wanting to be a pilot cause she was on the plane the next day. And so I don't want her to like, I want her to remain as curious as possible and not limit herself just to what she's experienced at six years old. I don't think people fully understand like how weighty though that question has become because like even with working with young people on the other side of winning all the scholarship money as a C student. Like that was the first business that I started in college.

- Felecia Hatcher: [00:08:54](#) Like I'd won \$130,000 in scholarships and grants from about five organizations. And then I was like bombarded by like all my mom's church friends, all the organizations she was a part of. And my mom was an educator so all the educators with the classroom teachers associate, like it was just like a slew of people everywhere my mom turned. It was just like 'my daughter made the right decision and look what she's done and hire her and have her come speak at your event.' And so all the young people that I work with as a result of that program it was that they were not exposed to even just the full scope of the cities that they lived in some times. But they would rush to just check a box or fit into a box, whether it was something that truly moved them or not.
- Felecia Hatcher: [00:09:44](#) You know, we talk about that zone of genius and the group that we're in. But most of them, they have no idea. And so they just kind of set out on this path that is very unfulfilling and that has not allowed them the freedom to explore. And you end up with really miserable people. And it takes it hundreds of dollars, thousands of dollars, oftentimes in order to repair that or kind of uneducate or unlearn in order to come and learn this new process of how to find the thing that most excites them. And it's really kind of shows them how to have impact into the world. But I love what you said, I'm going to start using that and ask them, what is the impact that you want to have on this world? Because young people, I think, Kim, are so insightful with that question. And you know, five and six year olds, it's going to be a story and it's going to be pretty magical.
- Kim Strobel: [00:10:41](#) We shut them down. Like the kindergartners come to us and they're so curious about the world. And then with each grade that they go on, they get more and more shut down because their told there's one answer and it's in the back of the book. And by the way, don't look in the back of the book because that's called cheating, where in the real world we call that collaboration. And so I'm really passionate about this topic and I love that you say you were a C student in high school because what you're describing and what you and I are talking about is really a fatal flaw in the education system, which says, you know, one of the things I teach about is the brain has two hemispheres in the left hemisphere is the logical, analytical, mathematical computation.
- Kim Strobel: [00:11:22](#) It's the black and white. The fact in the opinion, the left hemisphere is responsible for reading and memorizing and understanding information, being able to communicate and regurgitate it. But then you have the right hemisphere, which is, it's really kind of been poo-pooed in society. So the right side of

the brain is creativity and daydreaming and inspiration and empathy and compassion and big picture thinking and all of these things. But so many times when I look at our education system and I say to educators, what percentage of the day do your students get opportunities to live on the right side of the brain to function and focus and experiment with right brain compared to left brain? And almost always they're like, 'it's 95% left brain and maybe 5% right brain.' And so what happens is we're being told that there's one way to be smart and intelligent and it means that you better have a super duper left brain and all that other stuff doesn't count. When in fact what we know, even from the research, is that IQ has 4-10% to do with a person's career success. And so when you're talking to me about being a C student in a 2.1 GPA, I mean I just get so fired up to hear this because you're right. It was almost as if you had to uneducate yourself. And I find it so intriguing, Felecia, that at this 17 or 18 year old version of yourself that there was something in you that basically said, 'I'm going to hack the damn system.'

Felecia Hatcher:

[00:12:55](#)

Yeah, it was a lot. Right? So it was my mom, it was my guidance counselor telling me I'd never make it to a college or university because of my grades. And so part of it was kind of like setting out to prove this woman wrong. But then I had the biggest epiphany I would say in my life at 17 there's more than one road to success. Exactly what you're talking about and how to get creative with limited resources. Like that has literally become the story of my life. And that was the biggest lesson that I learned. I was like, alright, my grades weren't that great in high school. But I was also an honors biology. But then I was also enrolled in a dropout prevention class. Like that's our public school system. Right?

Felecia Hatcher:

[00:13:36](#)

But I was really active and so I was a big sister and I had I think 1500 hours of community service by the time I graduated high school, I was on the basketball team, I was on a leadership organization. I spoke at my high school graduation, I was on four different sports. Like just a long list of accomplishments in the community. But what was the focus and what even made me really depressed because I didn't have a big name college to say that I was going to when all my friends were going, cause my grades weren't that great. And everything around me told me don't even apply for scholarships because if you're not a national honor society student you can just kind of like kiss that goodbye. And when I start really looking at like, because once I like my guidance counselor told me that and I almost just kind of gave up but I couldn't cause like my Jamaican mother would not have that at all. But I wanted to because I'm like this is

someone who's job title is guidance and if she's telling me that I don't have the potential in trying to define my life at 17 years old, this lady has a job, maybe she knows what she's talking about, you know.

Felecia Hatcher: [00:14:43](#) But one thing that I did that was really important is like I went to our high school, and not to get too much into the scholarship stuff, but my high school had this thing called Scholarship Wednesday sounds much sexier than what it really was. It was just like all the applications were put out on a table and you just go look around and grab what you thought was good for you and I remember just like being late one day and having to get to class. So I grabbed it everything and I took it home. And when I sat down I started to see like, okay this one didn't ask for a GPA requirement at all or you know, this one, the GPA requirement was really low. I ended up graduating high school with like a 2.7 or like this one was just like write an essay about bees and win 500 bucks. I'm like, 'I can write an essay about bees.'

Felecia Hatcher: [00:15:26](#) So my writing skills were pretty good. And so from a writing and then kind of like civic engagement standpoint, like that's where I won all that money for scholarships. But like if I would have listened to everyone and what they were saying, if I would've just kind of followed the mold of what society tells you what's acceptable and what creates you these pathways to colleges and universities and opportunities, I wouldn't be talking to you. I probably wouldn't be saying like, 'Hey Kim, do you want fries with that?' because that's what my guidance counselor told me.

Kim Strobel: [00:15:58](#) Yeah. It's interesting because I was telling my husband, I truly am intrigued with your story and your journey. And when we were talking after you and I had that little phone conference the other day and I was like, the more I think about it, I really do think you are a life hacker. And what I mean by that is your ability to creatively come up with multiple solutions to a problem that are not following the path that you're supposed to follow is actually what I think leads to your success.

Felecia Hatcher: [00:16:30](#) I feel that I can see that.

Kim Strobel: [00:16:32](#) Scotts like, 'well, how do you describe her?' And I'm like, 'she's like a life hacker. Like, there's all these rules and guidelines and things that we're supposed to do. And I feel like what she does is she thinks so far out of the box that she has all these hacks on how to really get to where we want to get to in our life.'

Felecia Hatcher: [00:16:56](#) Yeah. I mean, I wanted to be MacGyver when I was a kid, so.

Kim Strobel: [00:17:01](#) There you go, I wanted to be Cyndi Lauper! Oh my gosh. Okay. So you go to college on all these scholarships, you get a degree in what?

Felecia Hatcher: [00:17:12](#) So I actually didn't graduate college.

Kim Strobel: [00:17:15](#) Oh I love you even more! Keep going.

Felecia Hatcher: [00:17:17](#) I literally have one semester and my poor mom was just like, 'can you please just go finish before I'm in the grave?' So I started this educational consulting company. I mean sounds much more sophisticated than what it was like back in the day. But like that was the first time I got paid to speak. And so I had started creating like these college prep programs and like teaching young people and churches and nonprofits. Like how to get scholarships, how to get into college as a non traditional student, even traditional student that's just like looking for like some creative ways to be able to find money.

Kim Strobel: [00:17:55](#) And you were how old when you're doing this?

Felecia Hatcher: [00:17:58](#) Yeah, I was probably 19 at the time.

Kim Strobel: [00:18:01](#) So you're 19 and you're hosting these kind of little seminars and conferences?

Felecia Hatcher: [00:18:06](#) Yeah, and all over the place. So like all over South Florida. I got flown out a few times to some other States to do it. I had a business partner at the time, James Taylor, he won an athletic scholarship. I won you know this is writing civic engagement scholarship. And so we just came together and would do these workshops. For a while we did them for free and then my mom like good ol' mom again. She was just like, 'this is starting to take a lot of time away from your schoolwork and your grades are suffering. Like at minimum you should be charging for this.' And it was such a, you know, now I think entrepreneurship is just kind of like an everyday conversation for the most part inside our higher education institutions. But like back then it was just like 'Wait, charge for what? Like I don't even know what to charge and begin to charge'.

Felecia Hatcher: [00:18:54](#) You know, I think people still do this. Like I don't know where to begin with this. And so it wasn't even, it was just kind of saying yes to accepting money and like that mindset in the very beginning. And so the first time we got paid we got paid like \$125 and I think we did like an hour or two hour workshop on scholarship prep. And our company was called Urban

Excellence. My dorm room phone number would ring, you know, Urban Excellence. My roommate knew to...

Kim Strobel: [00:19:22](#) I just can't believe. What 19 year old does this? I mean, Oh my gosh. And then you probably felt like that was a pot of gold, right? Like \$125 to get up and talk.

Felecia Hatcher: [00:19:34](#) I sure did. Like you couldn't tell me Kim that I wasn't like rolling in the dough and then mind you I was also still splitting that with someone else. But I was just like this beats my summer job working at the YMCA. Because it was just like, it was, one, something that I loved, something that I knew like the back of my hand. And then for someone to say like, 'Hey this is something and this is an industry that people actually pay.' Like it just opened up so many doors for me. I met a really good mentor of mine, James Amps at the time who came to Lynn University and spoke on the campus and he was the first one who told me yeah this is a real industry.

Felecia Hatcher: [00:20:13](#) And he was ex-military and was this leadership keynote speaker traveling all over the place. And he was just like, 'But like what is this \$125 you were charging?' Cause like I met him and he brought me in to speak at his organization and that's how we became close. And he was just like 'Well, I appreciate you coming in for me for \$125 but like, don't ever charge anyone that again.' He was like, 'Always increase your prices in increments of like \$500 or a \$1,000 but none of this \$125 \$250, what is that?' Granted, I got it. So what the turning point for me, Kim, in college was that I ended up getting a contract. Well, we ended up getting a contract for \$25,000. My new, this is like 2002. So when you talk about feeling rich with \$125 at 19, getting a \$25,000 contract to do this work was just like nothing short of like amazing.

Felecia Hatcher: [00:21:09](#) And so I told my mom, I was just like, 'I want to take a semester off and I want to work on like this business. Like there's something really there.' And I've learned probably one of the most devastating lessons for me as a young entrepreneur. Because I hired a friend and our program went through the school year and we were on summer break, right? Kids were on summer break, we weren't running the program and I got accepted into like, I don't know if you remember like monster.com, they had this leadership program at John Hopkins University and I went there for the summer and when I came back to pick up the contract work we were doing for this youth organization, I found out the guy that I had hired to help me run the program stole the contract from me. And when you say talk about being devastated, I was devastated. Not only because it

was someone that I brought in, you kind of remember like all the red flags?

Felecia Hatcher: [00:22:09](#)

And then I had also told my parents, I was just like, just trust me for a semester. I'm going to take it off. And that semester had come up, right. I'm taking off the semester and I'm going to pursue this full time because I can pay myself a salary, I can grow this thing and I think I can get more schools and more organizations. I was like '\$25,000 checks are going to roll in.' And so I was devastated. Like when I'm talking about depression setting in as a young entrepreneur, I swore off entrepreneurship. And so it was a really, really hard time for me to get over that. I ended up taking a job at an ad agency. I did like five internships while I was in college. Like I learned, I think what you're talking about, like hacking the system.

Felecia Hatcher: [00:22:53](#)

I learned that. And so I ended up taking a job working for Zimmerman Partners in advertising, a large advertising agency here in South Florida. And there were just lessons all along the way. And so there. And then I quickly realized, I was like, I don't ever want to work in the advertising agency because I was working from seven o'clock in the, well eight o'clock in the morning until like 10 o'clock at night. All my accounts were on the West coast. So I was one of the last people to leave and it was just madness and I was just like, if I ever started a family, I'd never see them. You have all the epiphanies of none of the stuff that I wanted to do. And so my professional career has been really, really interesting because I left that job and I applied to this Craigslist ad, about like traveling around the country with an experiential marketing company. So it was this company out of Chicago and if you remember the TV show Road Rules? On MTV, it's like six strangers pile into a vehicle and travel around the country. And it was like one of the first reality shows. That was literally my job.

Kim Strobel: [00:24:04](#)

Is your poor momma about to stroke out at this point?

Felecia Hatcher: [00:24:08](#)

Literally. Litererally. So it was the most random job ever, but the most fun I'd ever had in my life, six strangers literally. And we're all working together for this experiential marketing agency called Marketing Works out of Chicago, but the client was Walgreens and so it was like kind of like this PR campaign, but we were on the road nonstop for six months. Hotels, living out of suitcases, early twenties making like, I think it was making like \$900 a week doing this work. And so most of my friends and family were like, do you really have a job? Cause like none of this makes sense. Like you're supposed to be miserable in a cubicle.

- Felecia Hatcher: [00:24:53](#) No. I'm in, wherever, I'm in North Carolina today and like we didn't work on Mondays and Tuesdays. So I'm like, I'm at the beach on a Monday, on a Tuesday. And then the rest of the time we're at like Walgreens and we make these PR campaigns and I giving out free stuff. It was just a really fun and random job. And then that is what that is what got me into the career path of like experiential marketing and PR and brand management. And so I left there, I ran experiential marketing and product launch for Nintendo Wii Fit and the Wii Sports Resort. I was a regional marketing manager for Sony when we launched the ebook reader. I was an experiential marketing tour manager for McKee Foods who runs Little Debbie snack cakes. And it was my job to collect, Oh, it was like our job, it was a team of us in this vintage air stream that had a photo booth in it. And it was our job to travel up and down the East coast collecting a million smiles. Like that was my job.
- Kim Strobel: [00:25:58](#) Gosh, it sounds like that soul pancake thing from Oprah.
- Felecia Hatcher: [00:26:01](#) Very much. Very much. Yes. If you can remember that. And just like if you even think about like if you remember the Oscar Meyer weenie, like the giant Oscar Meyer that ran into someone's home. I worked for that company. So Oscar Meyer weiner was a client, Walgreen's is a client, you know what I mean? So it was just like, it's this whole weird underbelly of marketing industry that people know us forward facing, but they don't know like the behind the scenes of it. Like we're really kind of like carnies and roadies.
- Kim Strobel: [00:26:33](#) Yeah, right. Like the people who sold the vacuum cleaners door to door, you know, who ends up becoming like a multimillionaires. But like, I think it's so important for message to be told though, because here's what happens so many times, especially with women. I work with so many women who have an idea. They have an idea for a business but they absolutely talk themselves out of it. They tell themselves that they're not skilled, they tell themselves they don't have what it takes, that they're being silly or frivolous to even think that they could chase after that dream. And so I think it's so important for you to tell these stories. And you know, I have kind of the same record. I mean, I was just telling somebody today that I was a single mom of a two month old and I made \$8 an hour, and I wrote the special needs bus in the morning and in the afternoon for an extra two hours a day because, because that gave me, got me \$16 extra a day and I needed the extra \$16 a day.
- Kim Strobel: [00:27:31](#) And so, I guess the difference is that we don't not chase after those things that we do feel passionate about. Like we just go

for it and we're going to fail. Like, you failed you, you've lost contracts. I've lost contracts. I actually had somebody steal a contract from me. And it hurt like hell. It was very upsetting. But I do believe like all of this is just part of our learning and training and what we do. So you're doing all these random jobs and then you start this popsicle company. And I literally watched you your clip last week on the Today show and you're being interviewed for being this gourmet popsicle maker. And there's like a picture of you and or a girl and she's like literally driving this little freezer cart down the street selling ice creams. And I love this because we as women need to hear stories of like this is what we started out doing and this is how we got to where we are now. And it's not like we just automatically started knocking it out of the ballpark, but I want to hear about your little popsicle business that ended up becoming like a big ass popsicle business.

- Felecia Hatcher: [00:28:47](#) My life has been the most fun and most random like ever. But yeah, I came up with the idea after falling down, chasing after an ice cream truck in heels. Like who does that but me.
- Kim Strobel: [00:28:59](#) You were chasing the ice cream truck in heels?
- Felecia Hatcher: [00:29:02](#) Yeah. Yeah. I was leaving a party. In Miami, South Florida is very known for the white parties. Everyone's dressing all in white. It's a day party and all that stuff. So it really made no sense to have heels on except for being out of Miami kind of day party. But we were talking about how cool it would be to have ice cream at this event. But at the time this was before gourmet food trucks. And so when you think of like an ice cream truck, it was like really sketchy. The stickers are falling off. You don't know how long ice cream has been in there. The driver kind of sketch.
- Kim Strobel: [00:29:38](#) Like you're not supposed like, don't ever go up to the ice cream man.
- Felecia Hatcher: [00:29:42](#) Yeah. And so I leave this party and like I kid you not, Kim, I walk out and I hear ice cream truck music and I think any adult that hears like the nostalgia of old school ice cream truck music and you just feel like a five year old kid. And I started running after this ice cream truck. Like we were just talking about ice cream, forgetting that I'm in heels and I fall flat on my face chasing after this ice cream truck. And super embarrassed and the ice cream truck driver luckily stopped, and I got ice cream. I had like two epiphanies. One was I'm way too old to chase after an ice cream truck. And then two, why hasn't anyone come up with a cooler way for adults to enjoy ice cream? And I was, I was kind of on the ground for a long time.

- Felecia Hatcher: [00:30:27](#) But it was also my Oprah aha moment. I was like, this might be a cool business idea. But I often tell people sometimes a good paying job will stand in the way of you following your dreams just as much as a bad paying job. Because I loved what I was doing at the time. Like I was in my early twenties and I was making at that point like almost \$2,000 a week between like my salary and my per diem being a roadie. And so it was really hard to like leave that and kind of set out on this path. Plus, like I had been scarred by entrepreneurship in the past and so when the economy tanked, I was forced, right? I could not find another job in my field. You know, like big corporations, branding and marketing is the one of the first things to go when they're cutting costs. And so me, all of my roadie friends, we were out of jobs.
- Kim Strobel: [00:31:22](#) You were out of a job.
- Felecia Hatcher: [00:31:26](#) And so I moved back to Florida with this idea of a gourmet pop company. I had spent a lot of time in Mexico and LA and just fell in love with Mexican paletas and no one in Florida knew what the heck I was talking about when I would come home and talk about these things. And so I moved back to Florida, to my parents' house. It's like I'm pretty embarrassed about that with my husband, by the way.
- Felecia Hatcher: [00:31:54](#) 'Hey mom and dad' and decided to launch this pop company in my parents' kitchen and in their backyard and bought two ice cream carts off the luxury shopping website, Craigslist, kind of set out on this path of just kind of seeing where it's going to go, you know. And didn't have a big vision for it at the time. I just was like, if it just makes me a little bit of money and I can just at least see where this crazy idea is going to go, like I could not let go of the idea until I at least did something with it, right? In the startup world we call it like the MVP. The minimal viable product. But back then it was just like 'I just need to do something to keep busy while I'm spending, you know, a few hours a day applying to job ads cause I really need something.'
- Felecia Hatcher: [00:32:39](#) But it was slow in the beginning but it started to take off. But what really made it slow was I had no experience in the food industry like whatsoever, Kim, I worked at McDonald's when I was 19. Well not 19 but 16 years old in high school. My husband had worked for Subway like right before going to college. And that one's like it. And so it was a lot of trial and error.
- Kim Strobel: [00:33:05](#) So you're just experimenting with these ice cream popsicle recipes?

- Felecia Hatcher: [00:33:09](#) Yeah. Yeah. Just random recipes we would find online. There was like a little booklet that would come when you would buy the plastic molds off of the internet. And then my husband's grandmother had a farm and so he was pulling like random recipes, like my grandparents were on my mom's side were from Jamaica.
- Felecia Hatcher: [00:33:29](#) So we were just pulling random recipes and then we were foodies. Like we both work on the road and so we had our favorite Indian restaurant. And we were just like, 'Oh, let's try a mango lassi popsicle. Like, what would that taste like?' And so it was a lot of trial and error in the beginning. And we quickly, we tried to do the whole going to the schools during the day and like the mobile vending industry is pretty gangster, Kim. Like they were very territorial and we were taking all their business because they had trucks and so they couldn't come inside the fence and we could just ride our little tricycle cart right up to the kids that we were taking all of the business. And so we kind of got kicked out of that.
- Felecia Hatcher: [00:34:12](#) But then we also were just like, let's go to where we actually would want to hang out. And so we started going to Miami and going out at night and hitting the bar and the party crowds and no one was there. Right. And so that whole branding niche thing of if you can't be number one and number two in a niche then build your own niche. And so we were able to become like the number one nightlife, food cart and then food truck because no one else is going out at night and servicing the people that were a little drunk and tipsy or had been partying and they wanted something fun. And so Feverish Pops was our company. Like our logo was literally a woman in a nightclub with a popsicle in her hand.
- Felecia Hatcher: [00:34:55](#) And it was just really fun. We didn't know what we're doing, so we made a lot of mistakes in the first few years, but that is what really started to take off for us. And so a lot of the big brands start calling us because they would see us, we would go out to these industry events, like the PR industry events and the fashion shows. Miami, right? It was very much a Miami kind of lifestyle thing and it really kicked off. And so Google and PayPal Forever 21, Airbnb when it first launched in Miami was a client of ours. We did all the Trump hotels. Like Whole Foods, Cadillac Universal Records, like a long list of companies became our clients because we were doing something really fun and then we started doing like custom pops for them and so we could customize almost anything.

Felecia Hatcher: [00:35:45](#) We could customize a flavor for them. And so we had a lot of alcohol clients. So like Maker's Mark was a client of ours. Turtle Bay Rum. We did stuff for Bacardi at one point. The Vitamin Water was a client of ours. We hosted a big Vitamin Water popsicle eating contest until all these big clients were our clients and they would essentially buy the pops from us. We would sometimes do some custom stuff for them depending on what they wanted to do. And then we would just, they would just kind of pay us to give them away. And so that helped us get our name out like crazy. Cause, you know, Forever 21 when they opened up on South Beach, they bought 5,000 yellow popsicles and we put like a 10% off sticker, not sticker, but a 10% off stamp on all of the sticks, which like sounded really good, Kim. But people had to bring the stick that they ate off of the next day. It was really random.

Kim Strobel: [00:36:40](#) Okay, I want to back up for a minute because first of all, here's what I love about this story. Elizabeth Gilbert wrote a book called Big Magic and she talks about how we are always being given inspiration and ideas and intuitions, but what happens is most of us tell ourselves, Oh that's silly or that would never work, or that's a stupid idea. But then there's like the 1% or 2% percentage of people who actually act on those ideas. And that is what I want people to do. Because first of all, I think we live in a climate where absolutely any business idea can be a viable option. Like recently I heard about somebody who had a hugging business, hugging and cuddling. Like hire these people who are lonely to come hug and cuddle you and like they're freaking making all kinds of money because they've created a hugging business. And it sounds ridiculous, but I do believe that the landscape is ripe for this kind of stuff right now. The other thing Elizabeth Gilbert says is she says if you are given divine inspiration and you don't act on it, it will go. That idea will go and it will attach onto someone else and someone else will bring that to fruition. And so you acted on this, I mean how are you mass producing 5,000 popsicles? What's going on there, now you got, like the whole family is doing this for you or?

Felecia Hatcher: [00:38:15](#) No, so it was, we had another partner, Joe, that joined the team. We had started by like year two going to the third year, we had started hiring some staff, but bought an essentially got high output machine from China. We actually bought two of them, which will take me down this other whole other failure story. But like, we bought it from China, it was supposed to arrive in six weeks and we started taking like all these orders and the machine didn't arrive for seven months. And we almost lost the business as a result of that. But these machines would do anywhere from a few hundred to a few thousand pops per

hour. And so, your normal freezer is only, it'll freeze like 12 pops every six hours if you're lucky. At least these machines would be cycling maybe about 400 pops every about 15 to 30 minutes.

Felecia Hatcher: [00:39:09](#) And so that's what allowed us to mass produce them really fast. And so my husband and Joe really kind of worked on mostly the production and the operations. And I worked on the business development, client relations, all the branding, all the marketing. So like, we jumped, they did everything like inside the wrapper. I kinda did everything outside the wrappers. Like that's what really kind of helped us maintain and be able to supply like all these orders.

Kim Strobel: [00:39:36](#) Where is this Popsicle company today?

Felecia Hatcher: [00:39:39](#) Yeah. So we sold the company five years ago and so it's still around it's still here in South Florida. A good friend of ours who owns an Italian ice company actually bought the company from us. But mostly it just focuses on a private label. So private label was a huge part of our business, private label manufacturing. And so that's where the business still lives on, what'd you call it? Backend. And that wasn't necessarily like a forward facing company these days.

Kim Strobel: [00:40:05](#) Yeah. Okay. So then you go on from the popsicle business, you sell that and now where are you today?

Felecia Hatcher: [00:40:13](#) I'm back in the tech industry. So we started an organization called Code Fever while we were still running Feverish. A good friend of us actually came up with the name cause he's just like 'your company's called Feverish Pops, you want to like host a coding event for young people. Put those words together. And that's how we came up with the name Code Fever. And it was only supposed to be a one day event and our intention was just to train our employees. We had a store in like the Midtown shops in Miami and we knew that they weren't going to be in the pop business forever and we wanted to just train them in the most marketable skills possible.

Felecia Hatcher: [00:40:46](#) And so my husband is a programmer and I'm like, I know enough about tech to be dangerous, a little dangerous, right? And so we put a one day event together. We were just like, invite your parents, invite some of your friends and we'll teach you how to code and we'll bring, some of our friends. We'll buy pizza. We'll just make it like a whole fun day. And we were only expecting about 20 people and like over 80 people showed up. And then after that day we were bombarded with parents and people calling us about when is the next event? And we're like,

there isn't a next event. Like we're running our popsicle business. We're trying to keep it afloat, like our investors are driving us crazy and it became something. I'm in a fellowship called Echo and Green and they have this whole process around social entrepreneurship, the moment of obligation, of when like you see a problem, a social problem, and you asked yourself, if not me, then who?

Felecia Hatcher: [00:41:38](#)

And if you can't answer the who else can do this thing? If I am not answering that calling, then it kind of, it's your moment of obligation, to say you were the one that are kind of like need to do this thing. So that's what it became, right? There was startup ecosystem, like the innovation economy, kind of like this concentration over it in Miami was just starting to sprout up and it was not inclusive of the black community or like the low income Hispanic community. And so we just knew so many young people that were missing out. You know, at the time the youth unemployment rate was still almost 30% in South Florida and we just know what that means. Right? That whole cycle of poverty just kind of continues. And it was so problematic when like we use so many young, really amazing young people that were either working with us or we had interfaced through a number of like social initiatives that Derek and I were just a part of as like volunteers or mentors.

Felecia Hatcher: [00:42:30](#)

But then we also knew really amazing entrepreneurs that were our friends that were building companies or high growth companies or tech companies here in South Florida and like they didn't have a community. And when we took on VC funding for Feverish, we also didn't have a community. Like we didn't know anyone else in our community that had taken on significant funding for their companies and like how to navigate that, what to do with that. Like how to navigate a term sheet? And so in the beginning we just wanted to train young people in intro to computer programming, basic digital literacy and then how to navigate a startup ecosystem of a personal color. But then too, we wanted to create a community so that entrepreneurs didn't feel lonely, especially entrepreneurs from diverse backgrounds. It's like that's how that just kind of, it started.

Felecia Hatcher: [00:43:18](#)

But one of those things again where we kind of, we started it with the intention of being able to help people, but never kind of seeing it to what is known for today. Like we own a coworking space and urban innovation lab in Miami. We have a conference called black tech week that has been in Miami for the past five years. Going into the six years we've taken that conference in nine other cities across the United States. We've

trained and introduced over 4,000 students personally within classrooms in those three areas, intro to computer programming, digital literacy and navigating startup ecosystems. And then we've built video games, right? And so we built a video game for NBC universal for the Grinch video game that came out last year or so over all, I think close to a little over 3 million students. And teachers have like been introduced to computer programming because of the game that our organization built. And so, and then there's so many success stories of startup founders raising money and all that stuff. And we didn't realize what we were doing was innovation economies, ecosystem building.

Kim Strobel: [00:44:20](#) Yes. Like this was such a social need. Especially people of diverse backgrounds interested in technology have maybe some skills around that or at least a passion around it, but providing a space for them to learn to improve upon their skills and then start their own businesses. That's basically what you've done is provided a space and a curriculum and a pathway for them to do that. Correct?

Felecia Hatcher: [00:44:46](#) Yeah, and that was it. And for us it was like our goal was to rid communities of innovation deserts. And so people are very familiar with what food does with our right people having to travel miles in order to get access to fresh fruits and vegetables. Where the same thing is happening and has been happening from an innovation standpoint. Certain people from certain communities, mostly black and brown people, also women want to be able to play big within the innovation economy. Oftentimes they're not able to do that in their neighborhoods. Or within their communities or even sometimes within their social groups because they're disconnected from being able to be a financial beneficiary of what the innovation economy provides. The industry is very much like for like the white guy in the hoodie and the flip flops.

Kim Strobel: [00:45:32](#) 100 percent. Yeah.

Felecia Hatcher: [00:45:34](#) And we just wanted to, one, change the narrative about that. But then, two, really truly intentionally be able to connect people that are doing really amazing thing to the opportunities that exists. And so that if you have an idea in your city, especially like an idea within the innovation economy. Like everyone is playing in the innovation economy, whether you realize it or not. But we wanted to make sure that there were no barriers at all. So if you have an idea in the city that you live in, you should be able to launch that idea. You should be able to stay in your city and not have to go to Silicon Valley where rent

is like be the roof, but you should be able to play as big as you possibly want to unapologetically within the cities that you live in. But that requires infrastructure and ecosystem builders and programming and K-12 and all these institutions kind of realizing the role that they need to play. And then, having people in organizations like ours that show them how to kind of asset map within their cities so that people know where the resources are and where to go and then how to be able to be in that space and then be able to see people like them like succeed in the tech and innovation industry every single day. Cause that's also a big part of it.

Kim Strobel:

[00:46:45](#)

You are such a mission minded organization that you've built. It is so mission-minded I hear it in your voice when you're talking about it. I mean the fruits of your labor and what it's been able to do to really change the lives of so many people. And I mean, I think this goes back to the beginning of our conversation where it's like I believe that we all have just so much potential inside of us that is lying dormant, but it is about getting the right people in the right circumstances, in the right situations around you, and then you're able to kind of bring some of that to the surface. And I think when you talk about playing big, and this is where I want to kind of go to end this because that is one thing that you are a huge proponent of is playing big, finding your own path, your own trajectory, not having to fit in a box, being a creative problem solver, understanding that there are multiple routes to get to where you want to go and that you're allowed to create and kind of forge your own pathway.

Kim Strobel:

[00:47:50](#)

But I'm going to read something because I am big on I call it the arena of bigness, right? That we are allowed to play in our arenas of bigness. And so I'm actually going to read something that you wrote that just, I've written very similar things and it just really resonated with me, but it was on a social media post a few weeks ago and you wrote "Playing big is going to cost you something. Sometimes a lot of things, money, people, clients, supporters, family members, sleep, hair and most importantly your comfort." And I want you to talk specifically about that for just a moment. What do you mean by that? I know what you mean, but I want our listeners to hear it from you.

Felecia Hatcher:

[00:48:36](#)

You know, if you're going to play big, you're going to have to sacrifice something, right? Like that one big part of it. The other part of it is that people are going to stand in the way of you being able to play full out because whatever they're dealing with, it makes them feel less than who they are or it no longer allows them to hide behind the excuse if they see that you're

doing it as to why they weren't able to play full out as well. And that's what that really is about, right? It's just that.

- Kim Strobel: [00:49:08](#) Well people need to understand that.
- Felecia Hatcher: [00:49:10](#) Do it anyways.
- Kim Strobel: [00:49:11](#) Yeah. Because they think that like I can't do it because it's too scary, so I'll do it when I don't feel scared then you're never going to do it. Anytime you're going to make some type of big leap, you need to understand your going to feel fear and you are going to fail at parts and pieces of this.
- Felecia Hatcher: [00:49:29](#) Yeah, absolutely. Absolutely. And then there's, there's that other part of it, right? Cause I know you speak so much around like joy and happiness. But I think there's this other part of like stepping out on faith. Right. And I like, I often complain, like I've been on the road almost every week for two months straight. And I feel like, this whole year travel has been crazy and there are times where I was just like, I don't know if I can do this anymore. I have this little memo that pops up on my phone that says like you are doing exactly what you asked for.
- Felecia Hatcher: [00:50:01](#) That's a part of that too of like what it's going to cost you. Like success is not all like accolades and awards and red carpets and you know, it's also the other side of what comes with it. You have to be okay with that as well.
- Kim Strobel: [00:50:15](#) Yeah. It's me every couple of weeks crying on my office floor because I'm so stressed and I'm overwhelmed and then, you know, then two weeks later I'm like, 'Oh my God, I'm living this amazing life. I'm back on top of the mountain.' And then a few weeks later I'm, I'm crying and broken out in hives. Like this is the entrepreneurial journey.
- Felecia Hatcher: [00:50:37](#) It absolutely is, man. And I don't think enough people see the other side of that. So when it does happen to you, you almost individualize it. Right. And all of this is a part of the process and you absolutely have to trust the process. And I think when you look at those, everyone likes to talk and tout about like the high failure rates of people starting within the first year. And I think it's not that people don't necessarily know what they're doing. I think it's the story that we're told about the way the process is supposed to go. Like you're just supposed to have an idea and then the next day, you know you're launching in your parents' garage today and like tomorrow your IPO and go public. Like ring the bell.

Felecia Hatcher: [00:51:17](#) I'm like, no, actually it doesn't work like that and it's a long journey and the 10 year overnight success, sometimes it's 15 or 20 years and you're going to have immense amount of success, but then you're also going to have heartbreak and life is going to punch you in the gut and all these things. And that's where passion really comes into play. You know, passion is not this thing that you can just like write on the check and take to the bank and be like, cash me out. It's like it's those dark days when life has literally punched you in the gut along this journey along you stepping out on faith. And it's that whisper that says, I feel like it's almost kind of like in your belly and it kind of like welts up and it's just like just keep going. Keep going. And that's to me what passionate is.

Kim Strobel: [00:52:02](#) It is. And you and I have both made some dumb ass decisions last year. We still like flub up this whole thing called business entrepreneurship and that's part of it. Like that's the only way to learn and it does transform into new meaning in your life. But okay. So I want to read the next paragraph and I'm going to have you speak about that. So then after what you just said, you said "You must stay the course. There are people around you right now challenging your audacity to play big. Let them feel what it means when you take up all the space in the room. Let them suffocate on your excellence. Let them be blinded by your shine. Let them choke on the tea they pour, hoping they can drink to your failure." And let me just say, when I read that, I was like jumping up from my seat doing a happy dance because, here's the deal. Even with me launching this podcast, Felecia, I know it's going to bring the haters back out again. Like if you're going to play big, you need to understand you're going to be attacked. You're going to have people who are literally hoping like hell that you fail. And this is a big part of the entrepreneurial journey.

Kim Strobel: [00:53:22](#) But I love how you say, let them feel what it means when you take up all the space in the room.

Felecia Hatcher: [00:53:29](#) Yeah. I mean, you know, you just got to keep shining bright and tell them to put on some shades.

Kim Strobel: [00:53:34](#) Yes. Girlfriend. Yes. Shine that damn light.

Felecia Hatcher: [00:53:38](#) Kim, when I wrote that I was going through it. Like it had been a really long week when someone that has played a really significant role in the work that we've done over the past six years, was just kind of challenging me and us in this really weird way. And I'm just like, you know what? I'm going to show you,

you know, and you'll be sorry. It's no more I need you, it's like you'll be sorry.

- Kim Strobel: [00:54:04](#) That's the fire in your belly that says, dammit, I'm going to stay the course. I mean, I tell people that people in the background who come out to attack you. Oh Felecia, it used to get me so down I'd been, I'd be distraught, not sleeping for weeks over it. I mean, back in the day it was an extremely painful thing. And now I'm kinda like, Oh, there's a little part of me that is like, 'Ooh, I see that I'm getting to you again. And then the other thing I tell people is it actually motivates the you-know-what out of me. It really does. Cause I'm like, you know what? You sit back there and you watch what this girl does. You wait and see because your ugliness and your nastiness towards me actually has motivated me to even knock it that much further out of the ballpark, you know?
- Felecia Hatcher: [00:54:57](#) Let them waste their energy on that, you know? Cause you could bottle up all that energy and do your thing. And know that like we can work together, we can work in unison and we can work. Or you can just kind of sit there and kind of sit in your own self-loathing and just hate. We don't have time for that energy.
- Kim Strobel: [00:55:15](#) No, we're not going there. Like we're climbing our own ladder and if you take one step back to deal with all that or to sit with it or to let it eat you away, man, you're just impeding your own success. So I just loved these words because to me this is the stuff that we need to be able to talk about and we also need to know that we have the permission to step into this brightest, shiniest version of ourselves that's ready to impact, serve and elevate others. And I think so much of what you do in your story of failure after failure and the fact that you just kept kind of like, I just say, you just kept putting your big girl panties on and trying again. I love it.
- Felecia Hatcher: [00:56:04](#) I didn't have another choice. You know, it was just like either I don't do anything and I become one of the people that we're talking about. Right? Like not really even upset about the person that's shining bright. You're upset because you didn't meet your full potential. Or you just go out and you do it and you get knocked down and you get back up and you build relationships. You build companies. But like my goal for me, and you know, it really resonated with me when Maya Angelou died. I'm just like, I'm sure she still had projects left on the shelf. But looking in like Maya left it all on the field. Like she put all her gifts out there into the world. And I'm just like, when I leave this

earth, I want my tank to be completely empty. I want to have put all my gifts out into the world.

- Felecia Hatcher: [00:56:49](#) I wanted to build something amazing that is gonna leave generational wealth for my family, but for the community that I support and to really be able to have an impact on this world that's lasting. So that requires me to get up every single day and say I'm going to give it all because the more that I give is the more that I have room and space within me. So more ideas and more creativity flows within me. I'm not going to hold on to something and hoard it because then I don't leave room for that stuff and that energy to flow within me. And that's how I want to leave this world.
- Kim Strobel: [00:57:21](#) Me too girlfriend. I love that. Okay. We'll tell everyone where they can find you. Where can they connect with you or find your courses, your programs, your social media.
- Felecia Hatcher: [00:57:33](#) The easiest way to find me. And thank you again Kim for this opportunity to be on your podcast, I'm so excited! Feleciahatcher.com or FeleciaHatcher literally on everything on social media cause it's easy for me to remember. And then my program my awesome program, No Introduction Required is all about helping people speak their way to coins, power, influence and their passion. And that can be found on Facebook and also my website at No Introduction Required.
- Kim Strobel: [00:58:04](#) So Felecia is, she is the one who is going to take Kim Strobel to the next level when it comes to this speaking environment. And so I am just super grateful for you, the opportunity to dive into your entrepreneurial journey and just to share this space with you. I really thank you so much and I honor the woman that you are and that you give the rest of us permission to what I like to say, play in the arena of bigness, Felecia.
- Felecia Hatcher: [00:58:35](#) Nice. I love it. I love it. Thank you.
- Kim Strobel: [00:58:38](#) Much love to you dear. Thank you.
- Kim Strobel: [00:58:42](#) Whoop, whoop, we did it! Thank you so much for joining me on the She Finds Joy podcast today. I'm super honored to share this space with you and I hope you learned something new and helpful. As always, this conversation will be continued in our free private Facebook group. You can join that group by going to kimstrobel.com/shefindsjoy to connect with other joy seekers just like you. Additionally, if this is your first time joining the show, know that I am here every Wednesday with a brand new

episode, so make sure you subscribe, go to whatever podcast app you use and subscribe to the show so you never miss an episode. You can go to that directly if you go to kimstrobel.com/podcast that will put you in Apple podcast where you can click on the subscribe button and you can also leave a review. If you scroll down just a little bit, you will be able to leave that five star review and just leave me a few sentences letting me know what you thought about the show. It really helps me if you let me know how the show has impacted you and how you are striving for more joy in your life. You might be nominated to be the joyful woman of the week. Also, please share this episode. My goal is to help more women unleash their happiness, one daring day at a time. So please take a screenshot on your phone, share it out on social media, tag your friends, tag me @KimStrobelJoy on Instagram or in our Facebook group, kimstrobel.com/shefindsjoy. I'm quick to reply and I am super eager to send you some Facebook love. It makes my heart happy to be able to connect and surround myself with other women who are all ready to do this work. So thanks for being here and I'll be back next week. Until then, no matter what you do today, make sure you know that you are enough just as you are. Here's to finding more joy!