

EP 12 Show Notes- Finding your passion with Lola Adeyemi / It'Souper @Itssouper

Being able to do the things we love and earn an income from it can bring about tremendous happiness in our lives. It's not always easy to discover what you are passionate about, but it is possible if we put ourselves out there, and miracles start to happen when we make the effort to create the life we want around the things we are passionate about.

My guest today is Lola Adeyemi, and she is the found of It'Souper, a delicious chain of Healthy soups, both tasty and nutritious with distribution in and around the Greater Toronto Area. I talk to Lola on how she was able to discover her passion and what steps she took to manifest her dreams. I also ask her about the challenges she faced along the way and what she did to overcome.

Thanks for listening 😊

Some questions for Lola

Emeka: What compelled you to start your own line of soups? How did you get started? Talk me through it.

Lola: I've always been an ambitious person, always looking for the next exciting project to tackle. I took a course on E-Commerce, and started looking for gaps in the market. I remembered that I love cooking and food, and I finally settled on Soups. I then took courses on design, branding, licensing and health standards, because I wanted to make sure things were done right and of the highest quality.

Emeka: What hurdles did you personally face and how did you overcome them to start your business?

Lola: You will always face hurdles at different steps of the way, but you have to make hay when the sun shines and keep learning about your industry. Seeking knowledge and make split decisions helped avoid additional hurdles. Lack of finances have been challenging at times. Overcoming stereotypes and outside intimidations were a challenge at the start, but with consistency my confidence built up. Some stores won't carry my product because they are focused on pushing theirs, but I'm learning to not worry about that and focus on what I can control and do to grow the brand.

Emeka: How do your values show up in your work/product/service?

Lola: My expectations for myself are high, and that influenced my expectations and standards for my business. I believe in quality and hard work. I use failure as a motivator and drive to push me to be successful. I have always had to hustle for everything. For me failure is not an option.

Emeka: What do you think is the most common reason people fail or give up on their passion?

Lola: There might be obstacles that some people feel they cannot currently overcome, e.g. Family tasks. For some people, they might not really be passionate about a project, so they don't really pursue it. Your passion must be greater than your fears of the obstacle. You have to be truly passionate about what you want, and don't give up.

Emeka: What's next for It'Souper?

Lola: The goal for It'Souper in the long-term is to be in a lot of the top grocery retailer stores, but short-term, we are looking at new ways to grow and build our awareness. We want to get the product into the hands and mouths of others. We have been fortunate enough to bring on someone who can handle our sales and pitches to stores, so this allows me more time to focus on the business side of things.

Emeka: What advice would you give anyone who has a passion but is afraid to pursue it?

Lola: No idea is unique, so just go for it, just jump. I had my logo before I thought of recipes. Don't be afraid to fail. Growing up whenever we went swimming I was afraid of diving because of the fear of hitting my head at the bottom of the pool. It wasn't until someone pushed me into the pool, and I realized I was ok and not dying, this helped me overcome my fear. So it helps to have someone push you to start, share your ideas with people you trust and love, and they will encourage you even if you don't have the courage to start.

Emeka: If you could send a message to yourself 20 years ago, what would you tell the younger Lola?

Lola: I would say stop trying to find validation from your peers. Everyone is still trying to figure things out, so be your authentic self. Live your life and have fun.

Emeka: If you could sit down and have a conversation over lunch with anyone in the world, who would it be and why?

Lola: Because I'm a passionate person, I'm picking Dead and Alive. I'll start with Dead, and I would pick Nelson Mandela. I would want to know how he was able to sacrifice it all for a cause he was so passionate about and believed in. For Alive, I would want to sit with Michelle Obama. I'm enjoying her book right now, and I feel like she is someone I would connect with. I would love to know her views on life- Pre and Post Presidency, and what it was like being the First Lady.

Emeka: How can the audience learn more about you and It'Souper? Can you share your social media handles & website address?

Lola: Instagram & Facebook @Itssouper Twitter @Itssouper1, For me- @Lola_Social