



Hi Everyone!

The power of a simple thank you. Whether it's to the person serving you at a restaurant or to the company that developed something that helped you stay healthy. Or to the man at my local garden center who offered some answers – not all the answers – but enough to send me off in the right direction. And the confidence to solve a problem I'd been despairing over for months.

Let me explain...

I've been battling a virus. Not the one that we've all been dealing with for the last eighteen months. This one has infiltrated my garden. A rose virus. And while I've been challenged by this monster, I've refused to give into it.

It started in the spring. I noticed one rosebush after another gradually beginning to wither. What was going on? Then I noticed a pattern on the leaves. And when I looked it up, the diagnosis was unmistakable. Rose Rosette.

Some of these rose bushes I had were sixty years old! They were planted by the previous owner of our house. Each day, people have walked by and commented on their beauty. My roses are every color. Tall and short. Many varieties. And I love how those roses greet me each time I go out my driveway for my morning hike. I look forward to seeing them.



So when I had just about given up on the roses and was one step away from pulling them all out, I went to my local garden center. The gentleman who works there is a pro. His name is Joe. He's passionate about what he does and knows his stuff. He told me to remove the affected areas, spray what remained with a special oil, and boost them with food. Much of my research online indicated that this virus was a lost cause -- Joe disagreed and was determined to fight it with me. I thought I was going to have to throw all of my bushes out eventually. But Joe instilled in me a bit of faith, knowledge, and resilience. And with all of this, he lit up my curiosity enough to make me determined to solve the roses problem.

Well, I did what he said. Sprayed them with the special oil and fed them. And I decided to take a step further -- really feed them. Roses on steroids. Triple boosted them to make them mega strong to fight this thing.

Within a couple of weeks, my rose bushes were showing new signs of life! While I was not yet out of the clear, for the first time in months, I felt like the situation was not a lost cause either. Steps forward.





So I went back to the garden center last weekend and spotted Joe. I could tell he looked frustrated -- maybe a bit grumpy and in a bad mood. A bad day? At first, I wasn't sure whether to approach him or not, but I decided to say hi, mainly because I wanted to express my gratitude for his help. I updated him on my rose saga and told him that if it weren't for his initial advice, I would have probably trashed those rose bushes.

"So, thank you!" I said.

Suddenly, I could see his mood change. Like, immediately. I'm not sure what had preceded our conversation, but I could tell that he now felt appreciated -- and more than that -- wanted and needed.

It all struck a chord for me.

Going back to the beginning of Hint, the thing that always kept me going through some of the toughest days of growing our business was the positive feedback we got from fans and customers. Those "thank you for making Hint" emails. I remember hearing from a Hint customer that first week of launch. He emailed after making his first Hint purchase. He had been looking for an unsweetened beverage as he was convinced that diet sweeteners were triggering his insulin resistance and causing his Type 2 diabetes to worsen. When he discovered Hint, he reached out to our customer service -- which in the beginning was me. That thank you from him was and still is one of my favorite emails that I have received. It gave me the energy and confirmation to do what I do each day -- make a great product that helps people enjoy healthy hydration.

Making a difference in people's lives, just by offering them something that solves a problem. Whether that is a product or advice. Something that helps. Something that lightens their day in some way. Something that they view as a challenge they don't want to deal with and you are their angel -- if only for the moment.

Thank those people. It will make a difference and make their day better.

In case you missed it...

My latest conversations with fascinating founders and change-makers on [The Kara Goldin Show](#):



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talk about how a family recipe inspired a thriving whole-grain breakfast brand.

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Kara

Kara Goldin

Founder & CEO, [hint, Inc.](#)



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