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Home » Entrepreneurship » entrepreneur profiles » Mya Jacobson Will Feed Your Soul

Mya Jacobson Will Feed Your Soul

By Moustapha Camara
T-Shirt Magazine

06/02/2009

After working on [Wall Street](#) for 7 years and attending law school in the evenings, Mya Jacobson (age 34) realized that her life was not her own anymore. So, when the [financial company](#) she worked at closed down, Jacobson wanted to find something that would 'feed her soul'. So, in 2004, she started baking cookies in her apartment and by November 2005, she opened the doors of her gourmet cookie shop, Feed Your Soul, to the public.



Since starting Feed Your Soul, Jacobson has received a lot of press coverage. She's made appearances on CNBC's 'The Big Idea with Donny Deutsch', was featured on several NY metro media outlets such as the *Jersey Journal*, *NJ Biz*, *The New York Times*, amNewYork, NJ.com, the *Star Ledger* and News 12, and had her cookies featured in a number of bridal publications.

After contacting Jacobson via e-mail, I visited her at her store in downtown Jersey City for the interview. She showed me around to the back of the store, introducing me to her [employees](#) who were busy at work. She explained to me the process of creating the cookies and told me a bit more about her [business](#). Then, after getting a "tour" of her shop, she treated me to some delicious honey oatmeal raisin cookies and we sat down, at one of the tables set up at her shop, for the interview.

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YOUNG MONEY: So you started Feed Your Soul after the financial company that you worked at closed, but how did you make the mental shift from being a Wall Street employee to owning your own cookie factory?

MYA JACOBSON: Well, I think it's always an adjustment to go from being an employee, to being an owner

of a business. I think inherently in my personality there was a creative side, so I wanted to fulfill that creative side, and if anything, my business experience helped me, because I thought in terms of business, rather than in just terms of baking. And so many people who start a business, don't understand what it takes to go from having a creative hobby, to actually figuring out [profit margins](#), and budgeting, and how you're going to survive and earn a living.



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So, I think it was a natural growth, and I'm still learning. It was an easier transition, because I understood that I belonged in a creative environment and I knew what it took to get there financially.

excited-describe what was going on in your mind on that day?

MJ: It was a mix of emotions. I was very excited, I was inspired, I was passionate about what I do. I was a little overwhelmed, because you don't realize until you're actually in something, what it takes to get it

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