

# Melissa Corp

Lake Mary, Florida



**My Soxy Feet**

## *Learn about Florida Entrepreneur Melissa Corp:*

Melissa Corp, founder of My Soxy Feet, is a multiple Boston Marathon qualifier who has turned her passion into her business.

"It all started because the socks my daughter and I wore running didn't match," she said. "We used to laugh about how it was totally irrelevant that our socks didn't match. We kept that theme when we decided to make socks to sell for charity to support breast cancer awareness. I always wanted it to be a business so the next pair we made were the smiley face design."

Five years later, My Soxy Feet has dozens of sock designs and supports numerous charities by selling special editions of its high-quality, mismatched, inspirational, performance socks.

"We have fun and inspiring artwork on our socks," Corp explained. "Our challenge is competing with big sock companies and communicating that our socks are equally functional and durable, but nothing brings me more joy than seeing them on people's feet at the local YMCA and seeing pictures of them online from around the world."

Corp's advice to aspiring entrepreneurs is to follow her footsteps in turning your passion into your business. "If you're passionate about something, you can make it work," she said. "If there's something you love and you can make money at it, stick with it and take one step at a time and you'll get there. I can work on my business 24/7 because I love it. Take baby steps but find that thing you're totally passionate about and focus on that."

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