Twitter Thread by RidiculouslyRichbyAlana



RidiculouslyRichbyAlana
@Alana_Spencer_

Well what a year - a thread!■

I can still remember the exact moment lockdown was announced, and my whole business was instantly teetering over the edge of a cliff...

#GoodBye2020 #Hello2021



The turning point was a rather emotional social media post, where I laid myself bare and basically had a bit of a public meltdown. Within minutes, two really important things happened that changed everything...

Firstly, on-line orders started arriving, which took the business in a new direction, and showed me there was light at the end of the tunnel.

Secondly, and just as importantly, messages started flying in from people in similar or worse positions than me and that was the trigger (kick up the backside) I needed to drive things forward.

The fact these people had messaged me, irrespective of their own troubles, was so humbling and inspiring - and I haven't looked back since.

The on-line side of the business became our main focus. It was tough as we had to furlough or let go almost all of my team, which meant Bart and I had to work every hour possible just to stay afloat.

It nearly broke us physically and mentally, especially sacrificing so much time with our families. We've missed them so much and Christmas was particularly hard, but we cherished Xmas day with my family and know that we're far luckier than many people across the UK ■

Most of our families are dotted around the country but we miss and cherish all of them and amidst the despair, one shining light was the arrival of my new cousin Kip and meeting him and welcoming him into this crazy world was definitely my ultimate 2020 highlight ■

If I've learnt anything this year, it's that there's so much more to life than the business. We've come through the storm, navigated uncharted waters and, in tandem with millions of others, we are still here!*

However, I would give it all up to have life back to normal, to see family and friends again and for this awful virus to disappear.

All that's left for me to say is a huge thanks to everyone who has supported me in 2020. I can't overstate this - I would LITERALLY not still be here without you■

Have a fantastic night tonight and I'll see you on the other side.

Alana■

*Yma o Hyd! ■■■■■■■