

To Our Friends and Loyal Customers,

As the sun sets on this strikingly historical year, I sincerely hope that this letter finds you well in every sense of the word.

Typically, I would use this time and space to reflect on the progress that My Little Salesman has witnessed within a twelve-month period. From highly-anticipated service offerings, to a monumental catalog merge, and even to the exciting prospects of our growing team, there is plenty I could elaborate on. But instead, given the close-to-home nature of this past year, I would like to write less about business and more about life.

During the year 2020, we have collectively come to terms with the fact that plans are not guaranteed, promised, or owed to anyone. Sure, oftentimes we do see our plans come to fruition. But it is now evident to so many people, myself included, that a plan is not the driving force behind success. The goal that we originally set, long before a plan is drafted and redrafted, is the real driving force. Plans are born in logic, while goals come from a place more mysterious altogether.

Much like in the earlier days of hauling a big rig cross-country, having a map is essential for pursuing any goal. Figuratively speaking, I imagine that our internal maps are composed of personal values, convictions, reasons to be. That said, it's only natural that when COVID-19 became a global health crisis and plans fell to the wayside, we turned to those personal maps for guidance.

Heading into this year, there were countless folks who did not have a reason to anticipate unemployment, homeschooling obligations, eviction, business closures, or the untimely death of loved ones. These happenings threatened the common, resolute goal of living a healthy and prosperous life, year after year. But in the midst of those unfathomable odds, we, as a people, reevaluated our maps and have embraced the gift of gratitude to reveal a new path out of this troublesome time.

Like anyone else, I cannot be entirely sure what is in store for the upcoming year. But I do know that the year we are leaving behind has perhaps one redeeming quality. For me, this year has cast a spotlight on what truly motivates me, the essentials, nonessentials, and the things that come to mind when I'm faced with the question, *Why?* To all readers, I hope that your personal account of this year will carry you into 2021 a more grateful and resilient individual.

Thank you all for the continuous years of support.