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W E L C O M E , M Y
W O N D E R F U L
H I N C H E R S !



This book is for each and every one of you because you guys really are the absolute best. You have genuinely changed my life.

As you have all heard me say many times before, I am not a professional cleaner. I've never claimed to be. But I hope I can help to make the whole process fun for people. I think cleaning (aka hinchin) really has the potential to bring people together. Just hear me out on this one . . . you've got all your celebrities and your supermodels, and

even those people you just aspire to be like, but remember this, Hinchers, we're all the same when we're wearing a pair of rubber Gregory Gloves and cleaning our toilets. I'm just saying!

Now some may think it strange, but I have such a laugh when I clean, organise or just hinch in general, and I would love everyone to come along with me for the ride. I just do whatever works for me and I try to make it as easy and as enjoyable as possible. I love life and I love to smile . . . you can never smile too much now, can you!

I get asked all sorts of questions about housework, removing stains, limescale, being organised, etc, but believe it or not, especially more recently, I get asked so many more questions about my life in general, so fingers crossed I'll answer them all for you in this book. Hopefully you'll be able to take a lot away from it and pick up tips, just like I have, that will stay with you forever.

If I talked about cleaning but didn't tell you about the positive impact it's had on my life and why I started hincing in the first place, it would feel odd. Cleaning has been my saviour in a lot of ways. I've always been very open about the fact that I am a worrier. I live with anxiety, nerves and panic attacks, but grabbing one of my favourite cloths and getting busy has been the thing that I've found helps to calm my mind more than anything else.

I think it's so important to be upfront and honest about my worrying and panic attacks, and that's why I also wanted to give you an insight into both my past and my present,

HINCH YOURSELF HAPPY

and explain exactly why my Instagram account means so much to me.

So grab yourself a cuppa and get yourself cosy in your favourite comfy spot in your home, with your favourite throw, and read on, my Hinchers.

All the best,
Mrs Hinch x

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PART ONE

Home Is Where My Heart Is

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CHAPTER ONE

MY HOME
IS MY
SANCTUARY



My home means everything to me. It means safety and cosiness and happiness. All of my achievements are here and it's mine and Mr Hinch's and Henry's home, and that means the world.

No one knows what really happens behind closed doors. No matter how well we know people, we never truly get to see what happens when they come in, kick off their shoes and hide away. All of your secrets are in the place where you live. You probably have your best and your worst times

there, and it's your private treasure chest that only you have a key to.

Anyone can live in a house, flat, apartment or caravan, but making that place a home is the best feeling ever. Now, it goes without saying that what truly makes somewhere homely is the memories that you and your loved ones share there. That obviously is one of the most important things. But from an aesthetic point of view, you can make somewhere your home by putting things you love in it. You decorate it how you like and you keep it clean. You douse it in your fave scents and you care for it. It's extremely special, after all! I really do think we should respect our homes. I cherish and respect everything I own and I feel so lucky to have it.

There is a danger of turning your house into a show home to 'impress' other people, so it's got to be about what *you* like. I browse people's homes on Instagram daily, and some of them literally take my breath away. But I don't think to myself, 'I want that house,' because I love and enjoy my own. But we can still appreciate each other's different tastes and styles. Your friend may pop over for a cuppa once a week and have a nose about, but you've got to live there day in, day out, so it's not about impressing other people, it's about being comfortable and happy in your own space.

Saying this is a big step for me, because years ago I would have decorated my home in a way that I thought other people would like or be impressed by (I'll get into that more a bit later), and it's real progress that I don't feel the need to do

that any more. I honestly believe that I found myself through my home.

Is my house perfect and spotless? No way! Is it to everyone's taste? Definitely not. Some people don't like the grey and white look, so my place would be their worst nightmare because they would think it's boring. But I love it. Am I happy here? I really am.

We all have to do what suits us, and not anyone else, because sadly we do live in a world where a lot of people live their lives trying to be like someone else. Please don't! Please be you! I read a quote once that has always stuck with me. It said, 'No one is you, and that is your power.' I think that one of the worst things we can do is compare ourselves to other people. This is one of the reasons I dance around my lounge, name my cloths, put my sink to bed and show my excitement over what others may consider the most simple things, because that's just me.

Just like every person is different, so is every home, and I love that. My mum's home is full of oatmeals and browns, which I love. My friend Leanne has greens and browns, and it looks so nice. The motto for my home, however, has always been 'grey all the way'. These are mine and Jamie's four walls, and we've worked really hard saving for them, so I think we should be able to do whatever makes us happy inside them.

If you go into a shop and you love something, it doesn't matter how little it costs, what colour it is, or what other people think of it. If you take it home and you love it, then it's going to make you feel good. Colours and styles come and

go all the time, so stick with what you like, and don't let anyone tell you otherwise!

Have you noticed how quickly fashions change? This includes décor. Who cares if you get a fabulous statement wall and then people decide they don't like them any more? So what? Life goes around in circles and things go in and out of style, so please yourself – you may as well, because you can't please all of the people all of the time.

Personally, I enjoy looking after things. I enjoy polishing my ornaments (with Dave, haha), karate chopping my cushions and just looking after them. I honestly think if you love your home it will love you right back.

For example, I've had the big white wooden candlestick that sits in my front room for so long now. I got it in B&M, reduced to £6.99 because the metal dish on the top had broken off. I took it home, superglued it back on, and repairing it made me smile. I gave it a new lease of life. It's been with me a long time so it's got a few chips here and there, but it still warms my heart. I could buy another one to replace it but I don't need to. Why spend money on something new when you're already happy with what you've got?

I would never leave the little Essex village I've lived in since I was young. All my friends and family still live here and it's my little bit of heaven. I've always been a home girl and if someone said to me, 'You can either have something for your wardrobe or for your home,' I'd go for home every time. It's my sanctuary, my very own box of treasures (and bargs!).

I never want to change who I am or what I buy or how I speak. I am who I am. I'm a very homely girl and my mum still comes round to help me cook. I think people believe I walk around in Louboutins, but the truth is, I don't own a pair. I think if I was ever magically given some I would end up putting them on display because I'd be so scared to wear them. I would probs Dave and Sheen them most days!

Let's face it, a lot of us are fascinated by other people's homes. I know I certainly am. I always thought it would be amazing to be an estate agent so I could have a nose around other people's places. I also really want someone to create a TV show where they go into people's houses and find out the stories behind the things they own. I bet it would be so interesting. I am actually a secret lover of shows like *Bargain Hunt* and *Antiques Roadshow*!

Every home, and every object, tells a story. I'd like to know why people have bought things and how much they were. I'd like to know about upcycling projects and how they've made them work, and find out the history of certain objects. Imagine if someone has been in their home for fifty years – their possessions would have such amazing stories to tell. I would love to sit and listen to it all!

CHAPTER TWO

HOW IT
ALL BEGAN



The whole Insta craziness began when Jamie and I moved into our house in July 2016. It is the first place we've owned and we saved up for it for so long. Renting and saving at the same time is so hard! I really enjoyed making our house into our home so I started taking loads of progress photos: pictures of things I'd bought and showing how I decorated each room. But I got to the stage where I felt like I was bombarding my family and friends with them.

I was worried I was posting all the time and boring people, so I set up a separate Instagram account purely for my home on

10 March 2017, and started posting photos on there instead. It was like my own little keepsake album. I actually remember feeling a little embarrassed about it at first, so I didn't tell many friends or family about it. I soon realised there were so many beautiful home accounts and I made some fabulous Insta friends; we'd take part in follow trains and boost each other's confidence with lots of lovely comments and likes. I soon became addicted to Insta! I loved it! Then one day I popped up a quick story of me cleaning my sink because I'd found a stainless steel spray (Cliff the Cif, obv's) that worked really, really well. The shine actually got me excited and that was it. I got so many DMs and it all grew from there. I still can't quite work out how it happened. If someone asked me to grow an Instagram account to this size again I wouldn't even know how to. All I do know is, be yourself and have fun every single day!

I made it very clear to everyone from day one that I'm not a professional cleaner in any way. I'm a qualified hairdresser, so that's my job and that's what I know. It's so rewarding to be able to help people feel good about themselves when they look in the mirror and smile at their new hair crown!

The hincing side of things started when the worry would kick in, or the random deep thoughts that soon led to anxious feelings inside my chest began. I would jump up, put the music channel on loud and grab the closest cloth, mop or Hoover! I was no longer sitting there just thinking. Instead, I was up doing something; concentrating on something else, and before I knew it, cleaning to the beat of the music. The

distraction was stopping my thoughts from running away with me and getting on top of me. I loved it, and still love it, because I feel like I'm achieving something when I clean. I like to be able to go into a room and think, 'I've done all of that.' I feel good about it, and I guess that shines through on my account.

My followers are going up in number every day and I can't really get my head around it. I'm so, so grateful but still very confused by it all! I don't often post videos of myself. I like to keep behind the scenes a lot of the time. But when *This Morning* asked me to go on the show I couldn't turn down an opportunity like that! I mean, it's one of the biggest daytime TV shows! I couldn't believe it! Those who hadn't seen me got to see what I look like for the first time. After the show was broadcast, people were like, 'Mrs Hinch revealed!' and I was honestly sat there thinking, 'How embarrassing!' I wanted the ground to swallow me up . . . whole!

O H M Y G O D ,
I ' M O N L I V E T E L L Y !

This Morning is the craziest thing I've ever done in my life. I would never have dreamed I'd go on a show like that. Holly and Phil are so friendly and amazing and they made me feel so relaxed.

I was really nervous the morning the show was being

recorded. I'd ordered a taxi to take me to the train station to go to London but someone at *This Morning* messaged me to say that a driver was going to pick me up. This lovely car came to my house and collected me, but when I got money out ready to give the driver at the other end he said I didn't have to pay for it. I couldn't believe it.

Jamie came to the studio with me, and thank goodness, because honestly, I just have to look at him and I'm relaxed.

I went straight in to Hair and Make-up and I knew Vanessa Feltz was there and I was like, 'What am I doing here?' I said to the hair stylist, 'You must have done some serious stars and now you're sat here doing my hair. I am sorry.' And he said he was really excited to meet me. I mean, how nice is that?

I was terrified – about people watching and then pulling me apart afterwards – but having Jamie there made all the difference. He was standing at the side of the studio as I was introduced and he gave me a thumbs up. I really wanted him to be proud of me.

I had that feeling you get before you go into an exam where your stomach is in knots and you want to eat but you can't. My biggest fear was that I might let my Hinchers down. I was so scared that I'd embarrass them. I wasn't scared of not looking my best or whatever, I just didn't want to let anyone down.

I did repeat myself a bit and I did laugh nervously a few times, but I thought for my first time on live TV I didn't do too badly. You don't have a script and you don't have time to 'rehearse', so I had to make it up as I went along. I know it

was only for a few minutes but it was the scariest thing I've done in my life.

At the very end of the segment I ran off laughing and everyone was tweeting me asking me why. The fact was, my microphone was attached to the back of my bra and it started falling down and taking my actual bra with it! Can you imagine!

I felt the microphone start to go when I was cleaning the oven. I thought, 'Oh my God, I'm going to lose my bra on live TV on top of the oven.' I thought it had all finished and we'd gone to an ad break so I said to Phil, 'I nearly lost my bra, Phil!' I was holding it up and he was bent over cracking up once I explained it to him. Then Holly started laughing as well, and I ran off to try and avoid flashing anyone. At the end of the day, I got through it – live TV doesn't always go to plan, does it?

My fan pages went crazy with support. Yes, I actually have fan pages on Facebook! Can you believe it, because I can't! And it really felt like the Hinchers were a part of my extended family. Someone said they'd felt like an excited mum while they were waiting for me to go on, and other people said they were crying because they were proud to be Hinchers with me. It honestly melts my heart.

I did get some trolling, but I expected it. You can't do a massive show like that and not get some kind of criticism. Someone called me 'Essex scum', which was awful. Even though I know I don't deserve it, because I'm not hurting anyone with what I do, those things do sting.

My account just started out as a fun thing and it kind of ran away with me. All of a sudden people were using my name to advertise cleaning products, host giveaways, advertise their business, and I was getting all these emails asking me to do collaborations, promotions and shout-outs for them. It was crazy. My phone was roasting hot and my head just couldn't keep up!

I wanted to try and do it all on my own, manage it myself, but I didn't fully understand the business side of things, like legalities, briefs, contracts, etc. I knew I wanted to work with some of my favourite brands and even get merchandise out there for my Hinchers, but I had no idea how to go about it. I even tried to google everything myself!

Agencies then started contacting me and asking if I wanted them to represent me. If I'm honest, I didn't even know what that meant! I didn't know that an 'Instagram influencer' or 'Instagram talent', as they call it, was a thing! But anyway, I met with a particular management company, Gleam, and they just felt right. I mean, it felt so odd because why would I have a manager? But I felt like I needed some support so that I could concentrate on what I really loved, and that's my cleaning stories and my Instagram in general.

Being with an agency hasn't changed my Instagram because I refuse to let it; but I do feel less anxious about what to do when I'm offered working opportunities now. One day I was shining my sink and having a laugh, and the next my followers had rocketed to well over a million, and I didn't really know how to deal with it all.

THE BIG MIL!

Reaching a million followers was just amazing. My mum came round and she said to me, ‘Soph, it’s crazy that you’ve reached a million.’ Then she paused and she was like, ‘What exactly is it you’ve done, Kidda?’

I stood and thought about it and then replied, ‘I don’t actually know, Mum.’

A company called @lightuplovelondon had told me that if I ever hit a million followers they would send me some light-up letters to take photos with. At the time I was like, ‘Nah, that’s so far away.’ Then one day I got 61,000 followers in a day and I was thinking, ‘Hang on a minute, I reckon I can do this!’

When I hit the big million on the morning of 18 October I got so many messages my phone was red hot and I even felt slightly scared to look at the notifications.

I called @lightuplovelondon and told them when I was a few thousand off the million and they said they’d drive the letters down. I couldn’t believe it. They put them in the garden and my friend Trace was lying in all sorts of positions trying to get some half-decent shots of me. She was on the ground, she was stuck to the wall, she was balancing on one leg . . . she worked hard in the garden that day!

She had to hold a chair still so I could try and climb up on to one of the letters, and it was so windy that I was blowing about all over the place. We were laughing so much, we