

Who My Target Audience Really Is

I turn off likes and comments on my videos so I can create without distraction — no metrics, no validation loop, no algorithm shaping the way I think. Because of that, nobody really “asks” who my videos are for. But I still create for a very specific kind of person.

Not Beginners. Not Pros.

My audience isn't defined by skill level.
It's defined by **spirit**.

If you feel that quiet pull inside — the urge to walk, to explore, to look closer at the world — then you're already part of this.

You're someone who watches not to judge, not to critique, not to praise...
but to **feel something spark inside you**.

The People I Make These Videos For

You're not here for likes or popularity.
You're here because you want:

- more joy in your day
- more curiosity in your life
- a reason to wander
- a way to notice the mundane
- a practice that makes you feel alive

Photography just happens to be the tool.

My ideal viewer isn't someone who needs to leave a comment.

It's someone who takes what I say and then goes out to create something of their own.

My Mission

Everything I share — every video, every blog post, every walk with a camera — is meant to inspire someone to:

- explore their world
- think differently
- improve with intention
- find meaning in small moments
- fall in love with life again

Not for mastery.

Not for perfection.

But for **purpose**.

If you're someone who feels that pull toward curiosity and creation, then you're exactly who I'm speaking to.