

Why I Remove Likes and Comments from My Videos

So the reason why I remove likes and comments from my videos was, firstly, a decision to help me focus with zero distractions, simply due to the fact that it's too easy to check — and this kind of analytics sways the way that you create. I have zero desire to create for an algorithm.

However, I do seek to create for a very particular audience or archetype.

Who Do I Create For?

I create for those who would like to consume content that will inspire them, teach them something new, or help them find new ideas through something I say. I'm not looking for somebody to validate what I say. I'm not looking for somebody to tell me "good job" or "good work," or to live through me in a parasocial way.

I'm looking to inspire, to uplift — to just bring some sort of positive energy into the world. Ideally, the individual listening or watching my videos is also looking to do the same.

And so the ideal viewer of mine isn't somebody who needs to leave a comment or like, but ideally someone who is consuming my content as a way for them to become inspired to create.