



Why do you think they leave?

Clean copy, perfect timing, right hashtags — and we get **zero retention**. People just **scroll past us**.

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You see this line now.
But the wind shifts,
someone passes —
and it is gone.
Nobody returns
to a line.

Okay... so
what do they
return to?

They return to
the hand that
drew it.



A cartoon illustration set in a traditional Japanese garden. In the foreground, a man with dark hair, wearing a dark blue suit, white shirt, and blue tie, is holding a black smartphone up to take a selfie. He has a wide, happy expression. To his left, a bald monk in a white robe with a black belt stands with his arms crossed on a large rock, looking at the man with a neutral expression. The garden features a white gravel path with raked patterns, several dark rocks, and bamboo plants. In the background, there is a white wall, more trees, and distant mountains under a blue sky with white clouds. A traditional Japanese building is partially visible on the right.

If the face is not posted, it didn't happen.

We need a face they recognise before they even read the caption. — starting with mine.

