

Murphy & Son, Content Creators

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A long time ago, way back in 2006, a certified accountant called Den Howlett who was making a name for himself on social media at the time, had to persuade me that I should start blogging. I was not convinced that it would work. I was wrong. Dan was right. 18 years later there have been more than 33.9 million reads on this blog.

I had much the same attitude towards Twitter when it first came out. I was, at best, a sporadic user, not really making the platform work for me. When I did, which was relatively recently, things took off for me there, and, as a result, I have been the Institute of Chartered Accountants in England and Wales social media accountant of the year for the last five years. I have over 250,000 followers.

I had the same reticence about either podcasting or using YouTube and TikTok. Like these other platforms, I was not convinced that they would work for me. I dabbled, but I was only really persuaded to commit to producing videos when it became clear that my son Thomas and I wanted to work together to create content, which is what we have been doing since March. Like the other platforms, I did not, however, expect things to take off. I am not a pessimist. I just don't imagine that people want to talk about economics, politics, accounting tax.

Yesterday was another day that convinced me that I was wrong again.

On Monday afternoon, I listened to the miserable things that Rachel Reeves had to say in the House of Commons and then wrote an article on it for The National newspaper. Having used that opportunity to sort my ideas out, I then sat down in front of the camera, with Thomas behind it, and, as usual, spoke unscripted into the camera.

We began the edit of the video almost as soon as we had recorded, but were tired after a long hot day, so we decided to delay putting it out until yesterday morning when it was published at 7 am.

The YouTube reaction, in particular, caught us by surprise. We had around 20,000 views in the first couple of hours on that platform, and nothing like that has happened before.

A day on, the video has now been viewed 45,900 times on YouTube. A majority (around 62%) watched the whole video. It has also delivered almost 500 new followers on that platform, taking that number to over 15,000 for the first time.

We thought that this was always one of those days when TikTok was not going to compete with YouTube. Views of this video only amounted to about 7,000 by early evening, but that's still pretty good. However, TikTok users are night owls. By this morning, there have been more than 58,000 views, delivering more than 100,000 for this video in a day.

Also worth noting is that the last couple of days have seen exceptional traffic on this blog, with over 30,000 views each day, which figure is rarely achieved. As a consequence, July 2024 is bound to be the best month in the history of the blog, with around 680,000 views, which exceeds the previous highest record of 609,000, set in June this year.

In March, when we began this adventure, I did not see myself becoming a content creator. It seems that this is what we (and I stress that 'we') now are.