

# Funding the Future

## A record month

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Everyone tells you that if you are a social media creator, you should not spend your life looking at your statistics. However, if any such creator tells you they do not, then I suggest that you either do not believe them or that you ask them how else they get an indication of the value of their work, because talking into an empty void has, in my opinion, little real worth.

So, as someone who has now produced data for 50 years, of course, I look at my statistics, and yesterday produced this most satisfying outcome, as far as I am concerned.



That is the chart of monthly reads of this blog since it was redesigned and renamed near the beginning of 2023, when the rate of readership exploded. Since then, we have never had a month with more than 900,000 views, and it is apparent from the chart that this happened in July. Last month's figures surpassed the previous record set in March this year.

Of course, the number of days in the month has an impact, but even after adjusting for

this, July was our best ever.

So, thank you very much. It would appear that I am not speaking into a void. I appreciate that.

Meanwhile, as Thomas pointed out when I noted this, suggesting we may get more than 9 million views this year, which would be a substantial increase over last year, the likelihood is that we will get over 25 million views on YouTube over the same period, and maybe more. The message that something better is possible is getting out.