



Who cares

Usually, we try to teach motive by asking: “Why should I, the reader, care about this?”

This is reasonable advice, but it’s also wrong. You, the writer, don’t know me. You don’t have a clue what I care about. The only reasons you can give me are the reasons you could give to literally anyone. “This issue is important because understanding it could increase pleasure and reduce pain.” Uh huh, cool!

What I really want to know is: why do *you* care? You could have spent your time knitting a pair of mittens or petting your cat or eating a whole tube of Pringles. Why did you do this instead? What kind of sicko closes the YouTube tab and types 10,000 words into a Google doc? What’s *wrong* with you? If you show me that—implicitly, explicitly, I don’t care—I might just close my own YouTube tab and read what you wrote.

<https://www.experimental-history.com/p/28-slightly-rude-notes-on-writing>

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