How we work

Creators, creators, creators

We are obsessed with helping creators build their business and brand. Every decision in the company, from recruiting to operations, should be made with how it impacts our creators.

Personal greatness

We are a team of people who care about being great at what we do, whether that's engineering, customer service, or marketing. We have high expectations for ourselves and our teammates. We stay curious and look for opportunities to learn and improve.

It's a marathon, not a sprint

We work hard, but we recognize that building a great company together is a marathon, not a sprint. We take time to recharge when needed, and we make the right decisions for long-term success not short-term.

Be honest and direct

It's important that we are honest with each other. If a team member asks for your thoughts on something, you have to tell them what you truly think. Honest feedback, even when it's not what you want to hear, is how we all get better.

Small but mighty

We take pride in being a small group of high-achievers. We only hire the best and keep the bar high. We work smart and stay focused so that we can get more done than teams many times our size.

Disagree and commit

Each decision that needs to be made should have a single person responsible for making that decision (who that person is depends on what the decision is). It's the decision-maker's responsibility to gather feedback from the right people and try to make the best possible choice.

We are all co-owners

We are all co-owners of this business. If you see something that is broken or could be improved, even if it's unrelated to what you focus on, make sure you take the right steps to get it fixed. If you have an idea for an area of the business you don't work on, don't be afraid to share it.

We trust one another

We trust one another. We trust that we are working hard, that even if someone is in the office at different hours or less than us, that they are delivering the results they need to. If someone says they want to work from home for a few days, we trust that they are working and not on the beach. If someone needs a vacation, we trust that they need it and are still delivering results.