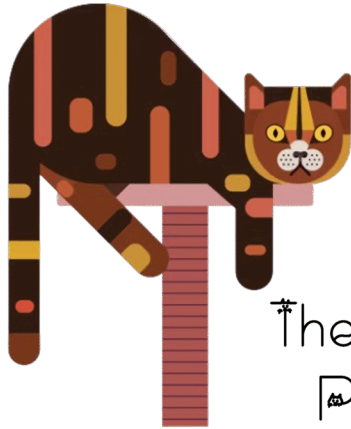


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I Am The Master Of My Space!



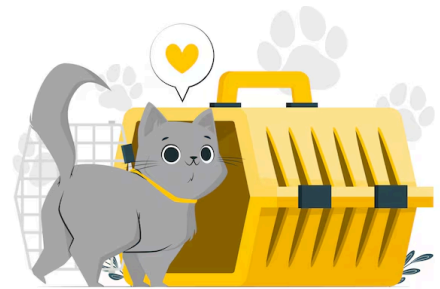
The Scratching Post Press

May 2026
Volume 2, Issue 5

*Where whiskers meet mischief.
Curated chaos, cat-approved.*

Creativity, Chaos & Carrier Battles

In a world full of algorithms, endless scrolling, rising costs, and cats who think pet carriers are portals to doom, being a small creative in 2026 is not for the faint of heart. But here at The Scratching Post Press, we're still showing up, still creating, and still trying to keep the cats from sitting on absolutely everything.



Let's just go ahead and say the quiet part out loud:

Being a small creative in 2026 is... a lot.

You show up.

You post consistently.

You pour time, money, and what's left of your sanity into your work.

And in return?

Crickets.

Maybe a like.

If the algorithm is feeling generous.

Meanwhile, every platform, marketplace, and “helpful business article” is out here chirping the same advice:

“Just keep posting!”

“Engage more!”

“Offer free shipping!”

Ah yes—free shipping. My personal favorite. Nothing quite like doing math gymnastics to figure out how to sell an \$80 item and somehow walk away with enough profit to justify the effort.

Spoiler: it's not exactly a winning game.

And yet... here we are.

Still making.

Still designing.

Still writing.

Still showing up.

Because for some of us, stopping isn't really an option. Not because it's easy—but because creating is just part of how we exist.

Meanwhile, In The Real World...

While I'm over here trying to run a creative operation, I have two very important “employees” who contribute absolutely nothing to the bottom line.

Mika supervises by glaring judgmentally from across the room.

Koji... well. Koji specializes in vanishing the second anything remotely inconvenient enters the chat.

Which brings me to something actually useful for once:

How to Get a Shy Cat Into a Carrier Without Turning It Into a WWE Event

If you've ever tried to put a shy or anxious cat into a carrier, you already know—it can go from “this will be quick” to “how am I losing this fight?” in under 30 seconds.

Here's what actually works (and what doesn't):

It's incomplete.

You can build something great—and still struggle to be seen.

You can show up consistently—and still feel invisible.

And that doesn't mean you're doing it wrong.

It means you're doing it in a crowded, noisy, algorithm-driven world where attention is currency—and it's not distributed fairly.

So what do you do?

1. You adjust your expectations—but not your standards.
2. You stop measuring success only in numbers that you don't fully control.
3. And you keep going anyway.

Not blindly. Not endlessly shouting into the void—but intentionally.

Because the people who do find you?

They're the right ones.

Even if it takes longer than anyone likes to admit.

Final Thoughts (From Me... Not The Cats, Because They're Busy Napping)

If you're also out there creating, posting, trying, and wondering if it's landing—I see you.

If you're tired of being told to "just keep going" without any acknowledgment of how hard that actually is—you're not imagining it.

And if your cat has ever outsmarted you in a battle involving a carrier...

You're definitely not alone.

We'll keep figuring it out—one project, one post, one mildly chaotic cat moment at a time.

And, if you get a moment or two, check us out at our [Etsy Store](#). You just may find something you can't live without!

Annie

Editor-in-Chief, The Scratching Post Press
(Managed, in theory, by Mika & Koji)

Written for The Cat Whisperer Blog by Annie St. Germain, resident Cat Whisperer and chronicler at Snarky Cat Boutique. 🐾

Want more kitty snark delivered straight to your inbox like a cat hairball on your pillow? Sign up for our monthly-ish newsletter - [The Scratching Post Press](#), and remember to [Subscribe to The Cat Whisperer Blog](#) so you don't miss a toe bean.

Snarky Cat Boutique - We put the meow in mayhem.

Mom has managed to produce a few acceptable fine pieces of feline awesomness.

(We allowed it.)

You may view them here:

[Love And A Cat - Kitty Bandana](#)

Proceed wisely. We'll be watching.

See ya on the rebound!

Mika & Koji

Representing the Feline Community



Are you one of those rare humans who appreciate unapologetic attitude? Step into Snarky Cat Boutique, where everything is equal parts cute, clever, and just a little bit unhinged.

LB Colorful Cats

Oh, you thought you needed just *one* cat? Bold of you. This pouch said "nah" and invited the entire judgmental feline committee.

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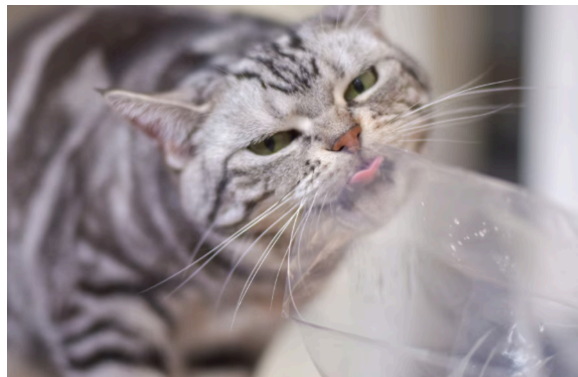
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The Latest from The Cat Whisperer Blog

The Tiny Goblin Living in My House – And Her Favorite Sport

Life With a Tortie, Cat Behavior Mysteries,
and Why Feeding Time Apparently
Happens on *Her* Schedule

[Read more](#)



Screaming Into the Void (Featuring Etsy Fees and – is anybody out

there?)



I've been doing this for years now. Writing. Posting. Sharing. Showing up like all the experts say you're supposed to. Blog posts? Check. Newsletter? Check. Social media? Oh, I am everywhere. And the result? ...hello? Is this thing on? Because from where I'm sitting, it feels a lot like I've been enthusiastically talking to myself on the internet since its ...

[Read more](#)

The Full Monty...

[Shop our Etsy store for all of our latest products](#)



From the Editor-in-Chief (a.k.a. The One Who Pays the Bills)

As always, thank you for spending a little time with us here at The Scratching Post Press. Whether you're creating, crafting, surviving the algorithm circus, or simply trying to convince your cat that the carrier is not, in fact, a medieval torture device — you're among friends here.

Keep creating. Keep laughing. Keep finding joy in the little things... even when those little things are covered in fur and knocking your supplies off the table at 3 a.m.

Until next time,

Stay feisty,

Annie



— The Scratching Post Press 🐱

Snarky Cat Boutique

www.SnarkyCatBoutique.com

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The Scratching Post Press

brought to you by Annie St. Germain, Editor, Resident Cat Whisperer and Chronicler at Snarky Cat Boutique. 🐾

