

Things I Wish I Knew When I Started Building

By Amber Marlow

1. Your "Why" Is Everything

If you don't have a strong reason to build, you're going to burn out fast. Popularity, praise, or filling a room with avatars won't carry you through the lonely, late night hours or the inevitable droughts. Your why has to be internal. Something personal. Something that makes you smile just by seeing it come to life. Build for that. Everything else is noise.

2. Room Population Is Not a Reflection of Quality

This one's brutal to learn. Great rooms often go unnoticed. It's not about merit. It's about cliques, timing, and visibility and many other things. That doesn't mean you're not a good builder. It means the system isn't built to reward everyone equally. Don't measure your worth in numbers. Measure it in how you feel about what you made.

3. You Are Not Competing With Anyone

There will always be builders who are better than you. There will always be someone who starts after you and gets more attention. That's life. You're not in competition. You're telling a story only you can tell. So tell it. And let others inspire you, not discourage you.

4. Appreciation Is Rare, But Real

Most people will walk through your world and never say a word. But when someone does stop to message you, or thank you, or say they felt something? That's pure gold. Don't overlook it. Screenshot it. Let it feed you. But don't build for it.

5. Every Room You Make Teaches You Something

Even the ones you abandon. Even the ones that flop. Every world adds to your intuition. You'll start solving layout problems faster. You'll know what primitives to reach for without thinking. That only comes with time. Trust the process.

6. Stop Comparing. Start Creating.

It's easy to scroll through pictures of worlds others have built and feel like you're not good enough. But you are. And the only way to get better is to keep making. Even the best builders were rough at the start. They just didn't stop.

7. Nobody Can Build Like You

Let that sink in. Your taste, your style, your weird little quirks? No one else has that combination. Lean into it. Embrace it. Refine it. The more authentic you are, the more your rooms will stand out.

8. It's OK to Feel Burned Out

You don't have to build 24/7 to be a real builder. Take breaks. Play the game. Touch grass. When you come back, you'll bring new energy with you, and maybe even a better idea.

9. Share What You Know

The best part of building is the community. When someone asks how you did something, tell them. Help them. Be the kind of builder you wish you met when you were new.

10. You're Allowed To Be Proud

Don't downplay your talent. Don't call it "just a room" if it took you weeks or months. Stand behind your work. Post it. Talk about it. Be proud. You earned that.

Keep going. Your future self is already thanking you.

**Much love,
Amber Marlow**