



HOLLYWOOD

WES LUKE





LOS ANGELES

ON THE PULL TO CREATE

There's a reason so many of us feel pulled toward Los Angeles.

It's not just the city. It's not just the lights or the industry. There's something deeper than that. It's like being born with something already inside you—like a rhythm, like a beat in your chest that you didn't choose, but you feel it every day. Almost like a song.

Some of us have felt that for as long as we can remember. That quiet knowing that we're meant to create, meant to build something, meant to live for more than just getting by.

I remember hearing the words in a song by Jon Foreman, from Switchfoot, "we were meant to live for so much more," and something in me stopped. Not because it was new, but because it wasn't. I realized I had already been carrying that long before I could explain it. It was already there. I just didn't have the language for it yet.

And for a lot of us, Los Angeles feels like the place where that comes alive. But if you've actually spent time there, you know it's not what people think.

It can be a tough place. It's loud, chaotic, political, overwhelming. There's pressure everywhere. Noise everywhere. People trying to become something, prove something, be seen. And if you're not grounded, it can mess with you. It can pull you out of rhythm. It can make you question your voice, your direction, even why you started.

A lot of people go there chasing something real and end up getting caught up in everything that isn't. That's why people call it the land of broken dreams. But that's not the full truth.

Because underneath all of that, there is something real. A creative energy that draws people in from everywhere. People leave everything behind because they feel, that pull, that calling.

But the truth is, that doesn't actually come from LA. It's already in you. The city doesn't give it to you. It brings it out, and then it tests you. It tests whether you can hold onto your song or whether you'll let everything around you throw you out of tune.

Because that's what it feels like sometimes. Like you're trying to play something meaningful, but there's resistance. Your timing is off. Your confidence shakes. You second guess every note.

Sometimes it feels like your strings snap completely. And that's where most people stop.

But that's not how this works. You restring. You tune back up. And you play again. Because each of us was born into something. A song, a calling, a voice.

And the words we speak over our lives matter more than we realize. They carry weight. They shape direction. They either bring life to what we're building or slowly tear it down. That's why the noise is dangerous.

Every industry has its own pressure, its own pull, its own way of trying to shape you. But you don't have to let it rule you. You can stay grounded. You can choose to create from truth instead of noise.

Because just because you left a place like LA doesn't mean you left your purpose. If anything, it might mean you finally understand it. That pull doesn't disappear when you leave a city. If it was real, it's still there.

That's not tied to a location. That's part of who you are. You can create wherever you are. You can build wherever you are. You can bring life into a room just by how you show up, how you speak, how you work, how you treat people.

So no, you don't quit. You don't let the noise win. You don't let a place define whether you're doing what you're meant to do. You just keep going. You keep tuning. You keep playing. You keep creating.

I still remember hearing that song live, standing in a packed room in Columbia, South Carolina. Everyone singing at the top of their lungs, "we were meant to live for so much more." And in that moment, it clicked. Words matter. Songs matter. What you speak over your life matters, because it shapes the direction you walk in.

So if you've been off track, start again. If you've been quiet, speak again. If you've been stuck, move again. Your song isn't gone. It just hasn't been played in a while. So play it.

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