



# Just bloody ask them

How to make content that an unfamiliar audience will

Matt Arnerich | Famly
















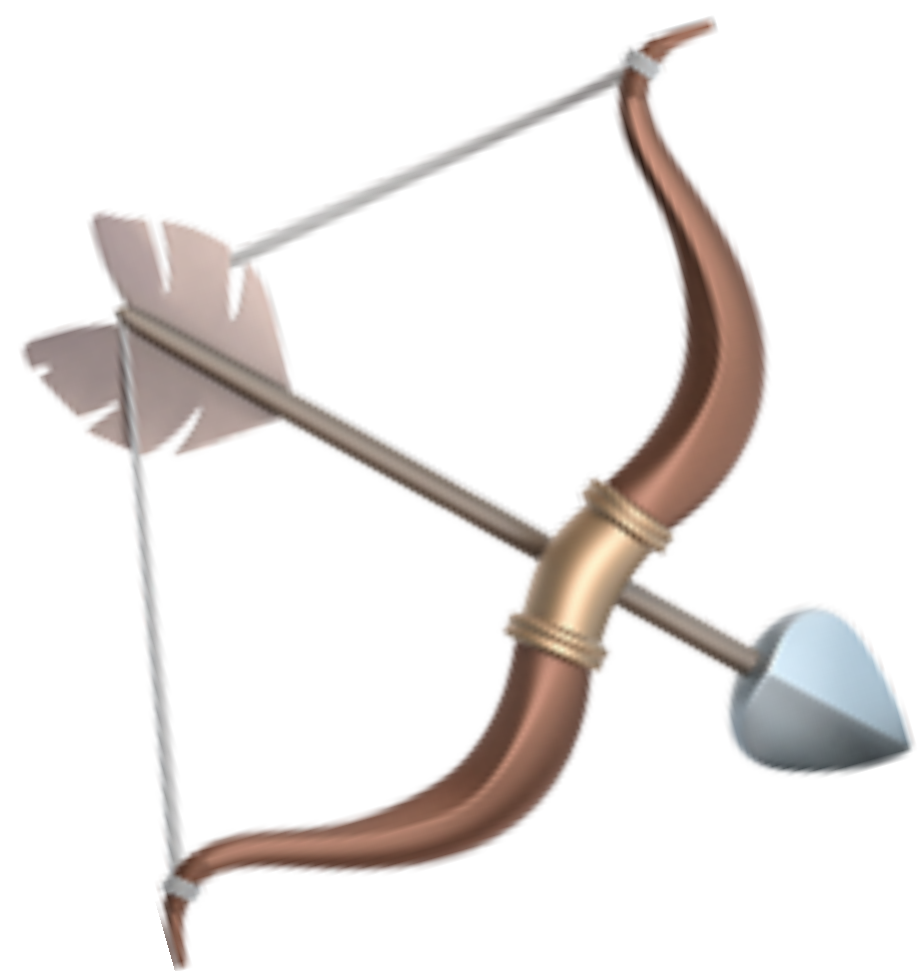
**You see a mousetrap, I  
see free cheese and a fucking  
challenge.**

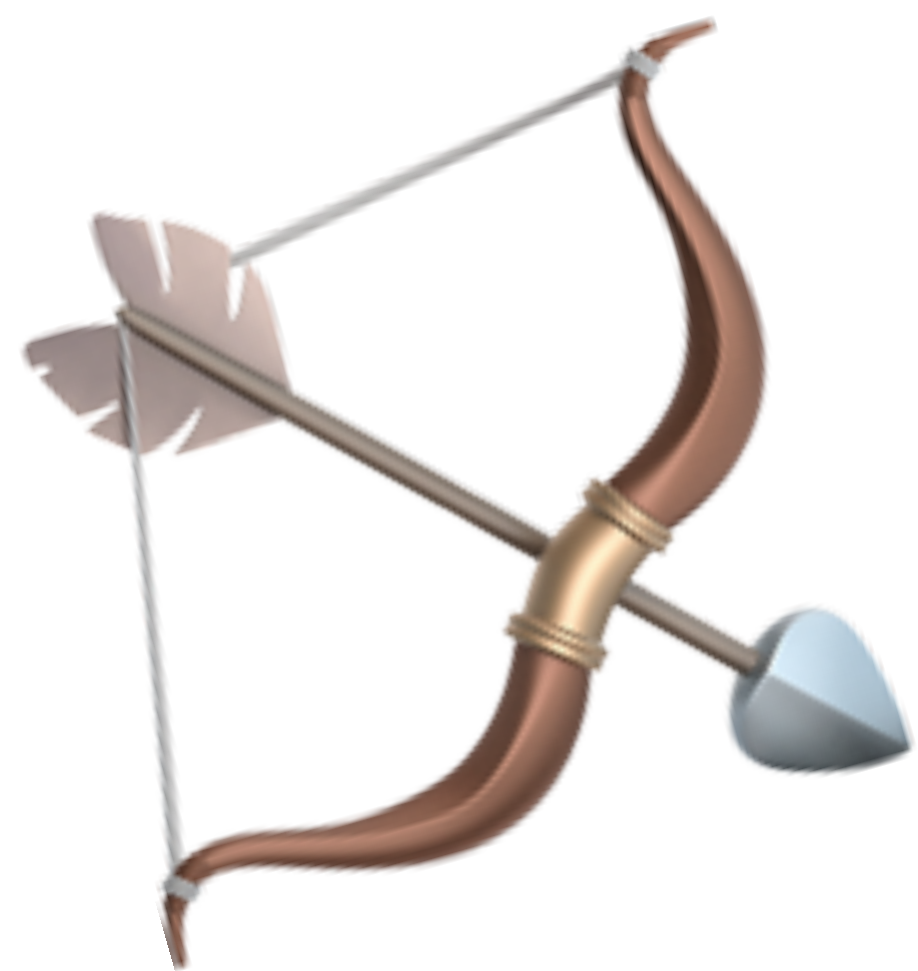
**Scroobius Pip**

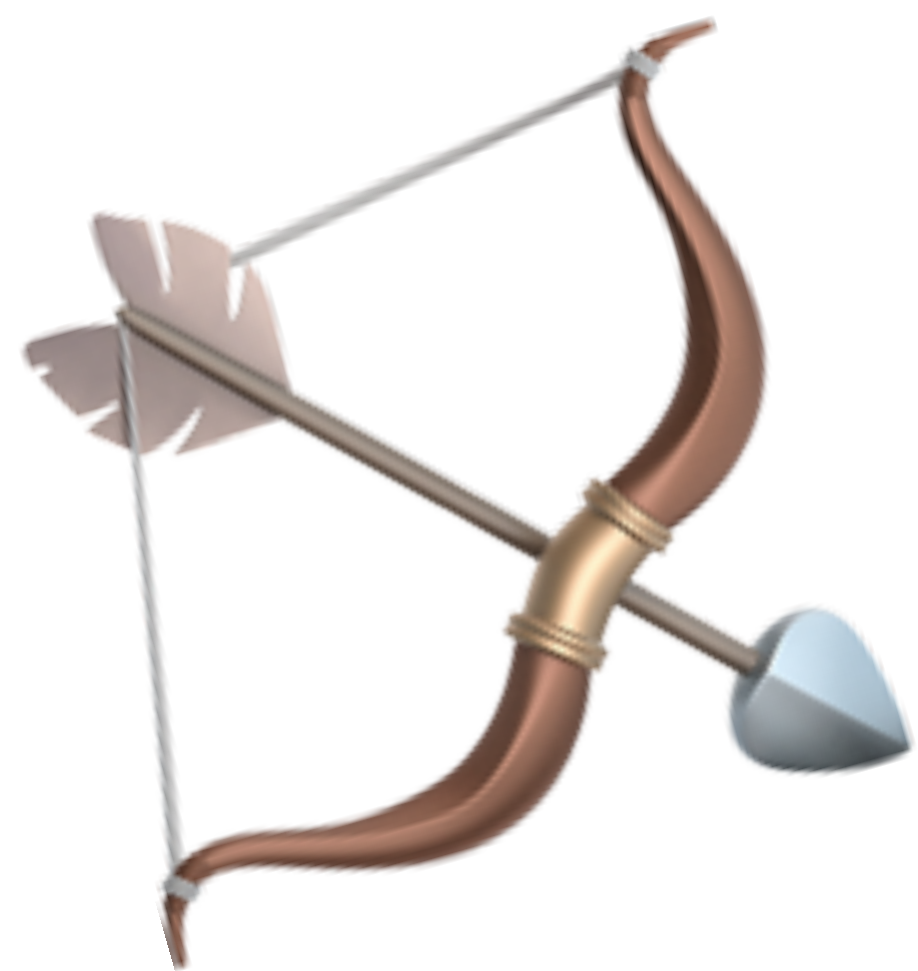


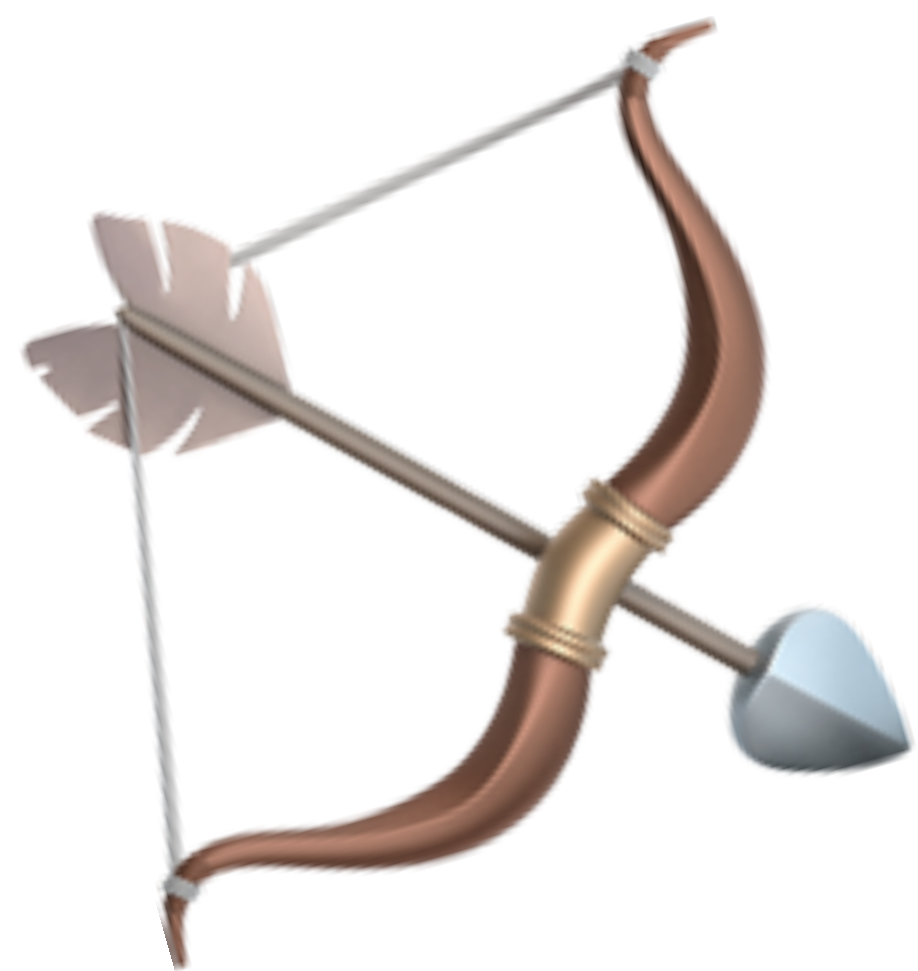
 **People aren't interested in you, they're interested in themselves.**

**Dale Carnegie**












# WHAT TO DO WHEN YOU'RE SMARTER THAN YOUR BOSS

BY MATT ARNERICH

Share on:       



## Hiring Nursery Staff? **5 Soft Skills to Look Out For**

What they are, why they matter and how to see if your candidates have them.





# How to Increase Occupancy **Complete Marketing Guide**

Our new series of posts to help you increase your occupancy. First up, Marketing.



# Preparing for the GDPR: **What Your Nursery Can Do Now**

Make sure you're ready for May 2018.





**TRUCKERS REPORT JOBS**  
FIND TRUCKING JOBS

[All Jobs](#) [New Driver](#) [Flatbed](#) [Tanker](#) [Refrigerated](#) [Owner Operator](#)

# Waste Removal and Garbage Truck Driver Forum

[POST NEW THREAD](#)

The waste removal industry is one of the largest providers of local truck driving jobs. Discuss trash hauling here.

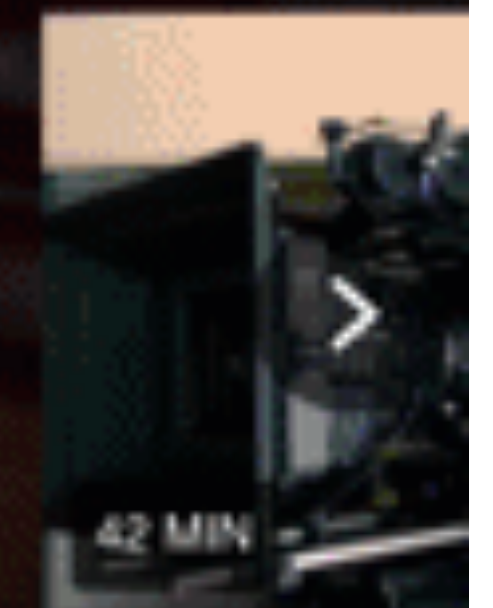


# ONE, TEN, ONE HUNDRED

In this Webby Award-winning documentary, we challenge a video production agency to make three ads with three very different budgets. With curious minds and a camcorder in tow, Wistia heads to LA. to explore the complicated relationship between money and creativity.

▶ Watch trailer

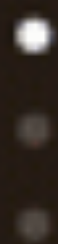
WATCH THE EPISODES



▶ TRAILER

# Introducing Mailchimp Presents

Short-form series, films, and podcasts created  
with entrepreneurs in mind.



# What matters?

1. Seek out genuine conversations
2. Act like a journalist
3. Remind them you're a human



# What matters?

1. Seek out genuine conversations

Reverse SEO

# Early years managers 2019

🔒 Closed group



+ Join group

... More

Join this group to see the discus

## About this group

### Description

Support group for managers in early years settings

### Group Type

General

Members · 15,185


## Activity

43 

New posts today  
1,265 in the last 30 days

15,185 

Members  
+387 in the last 30 days

Created: about 3 years ago 



Using Puppets In The Early Years  
**What Are They Good For?**

Absolutely something. Say it again.

An illustration of a woman with dark hair, wearing a red long-sleeved shirt and purple pants, crouching down to talk to two children. The child on the left is a boy with brown hair, wearing a green shirt and blue pants. The child on the right is a girl with dark hair, wearing a purple shirt and blue pants. The woman is holding the girl's hand. The background is a solid brown color.

# 'Say Sorry' Doesn't Help **10 Better Ways to Do It**

How to really foster empathy in children.



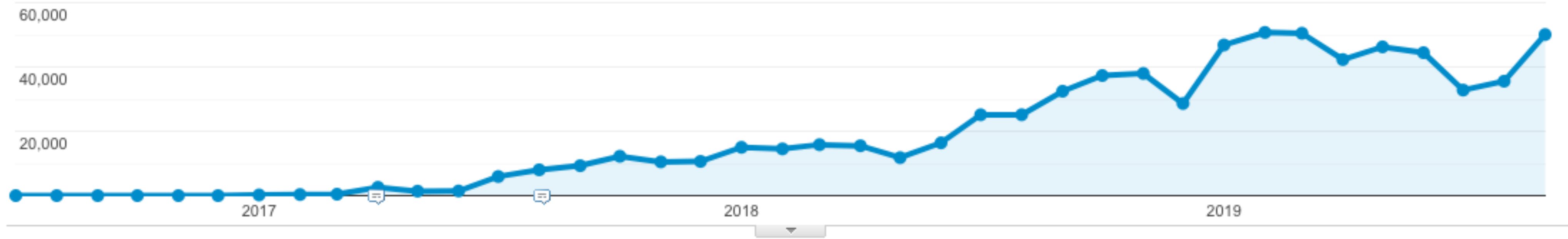
## The Family Interview **Kate Peach**

Kate Peach talks us through her journey to a more sustainable setting.

Sessions ▾ VS [Select a metric](#)

Day Week **Month**  

● Sessions



Primary Dimension: **Landing Page** [Other](#) ▾

Plot Rows Secondary dimension ▾ Sort Type: **Default** ▾

blog   [advanced](#)     

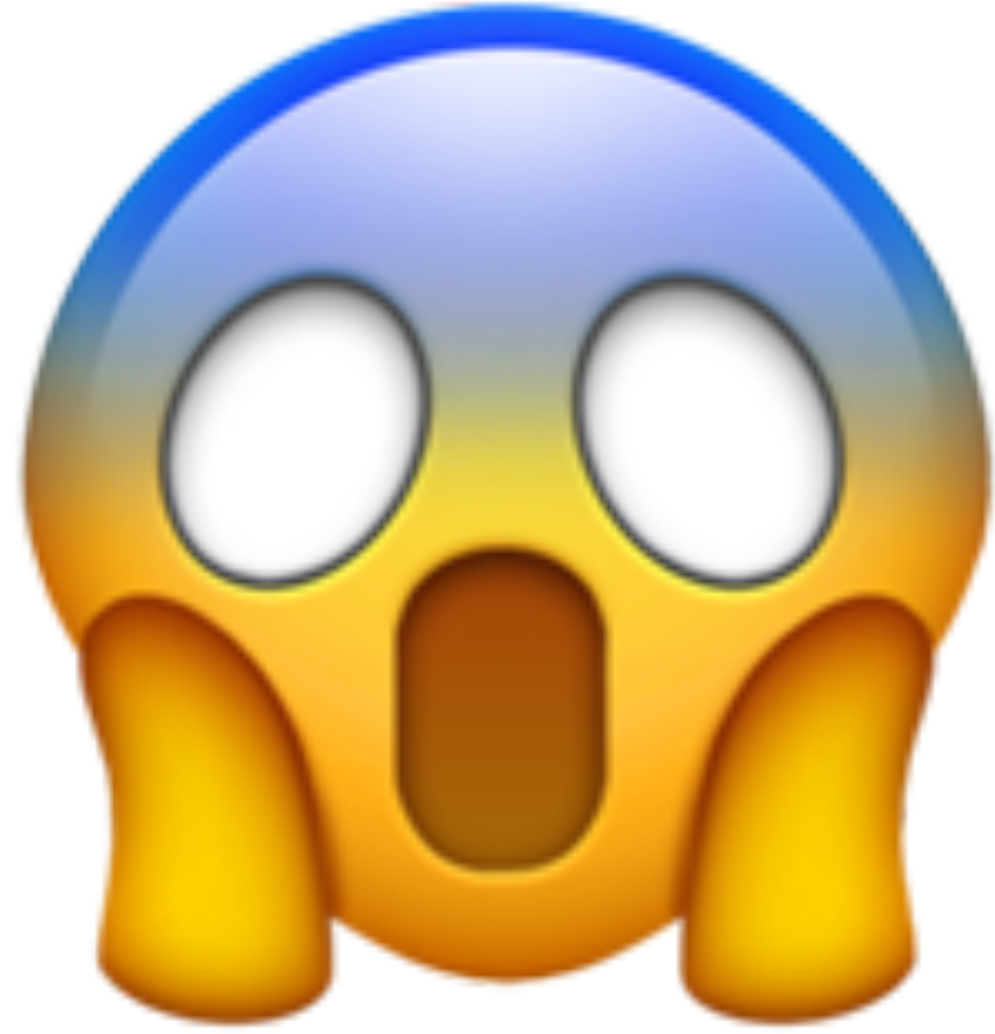
Landing Page ?	Acquisition			Behaviour			Conversions <span>All Goals ▾</span>		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
	738,355 <small>% of Total: 40.84% (1,807,988)</small>	69.46% <small>Avg for View: 48.96% (41.86%)</small>	512,851 <small>% of Total: 57.93% (885,220)</small>	42.58% <small>Avg for View: 50.22% (-15.21%)</small>	1.73 <small>Avg for View: 1.72 (0.42%)</small>	00:01:08 <small>Avg for View: 00:01:15 (-9.73%)</small>	2.66% <small>Avg for View: 2.43% (9.52%)</small>	19,641 <small>% of Total: 44.73% (43,915)</small>	US\$0.00 <small>% of Total: 0.00% (US\$2,282,868.00)</small>

# What matters?

1. Seek out genuine conversations
2. Act like a journalist



**family.** 



**Matt Arnerich** shared a link.

30 October 2017

👉 We've just launched our new completely FREE guide.

This time it's all about next steps. Featuring chapters covering all the different ways you can do them, as well as a chapter on schemas, stages of play, and many other important child development theories.

Plus we've got expert insight from [Sue Allingham](#), Laura England from [Little Miss Early Years](#) and Michael Jones from [Talk 4 Learning](#).

Download your copy at the link below!



[About This Website](#)

FAMILY.CO

**Free Guide: Identifying Next Steps in the EYFS | Famly**

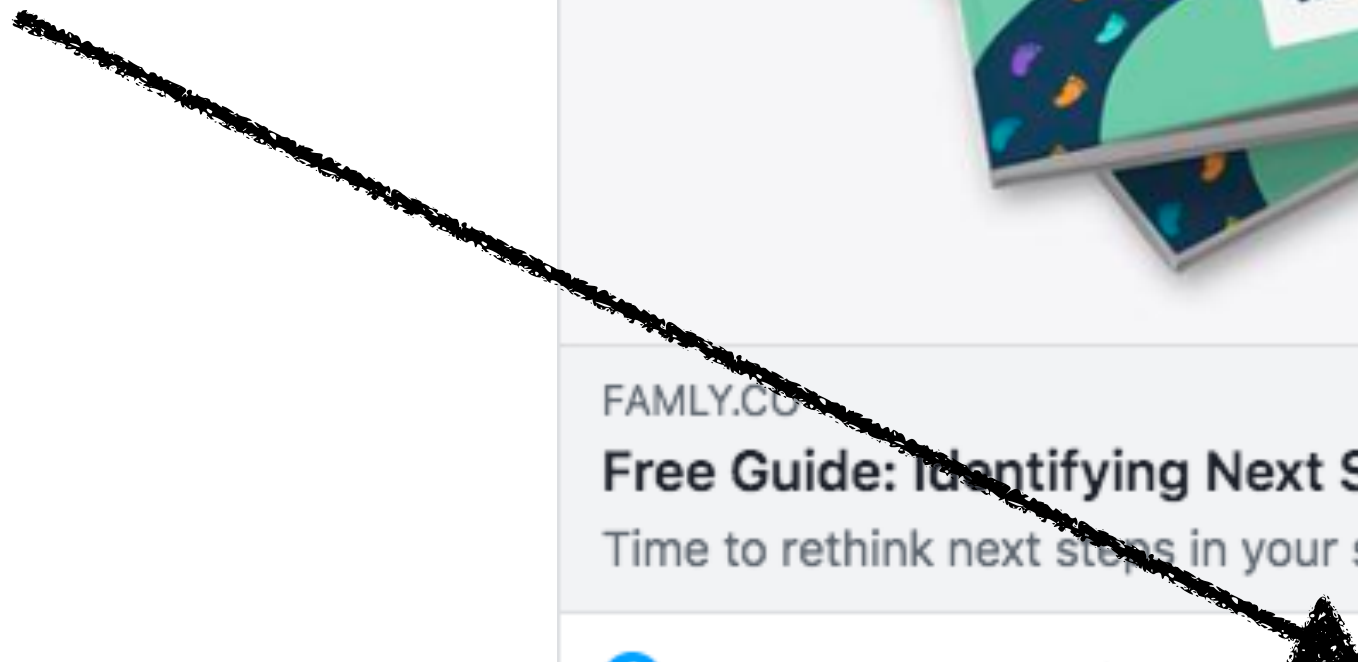
Time to rethink next steps in your setting?

Braedon Gough, Christoffer Larsen and 55 others

74 comments

Like

Comment





**What is originality?**

**Undetected plagiarism.**

**William Ralph Inge**



[Stories](#) [Thinkins](#) [Playlist](#) [Library](#) [My Tortoise](#)



# I'm inspired by:

1. Newspapers - Tortoise, The Correspondent
2. Youtubers - JomezPro, Jelle's Marble Runs, Storrer
3. UX writing - Slack (Anna Pickard),  
Dropbox
4. Journalists- Jonathan Liew , Rukmini Callimachi
5. Authors - Malcolm Gladwell, Jon Ronson
6. Email - Writing Routines, The Hustle
7. Bloggers - Austin Kleon, Ryan Holiday

# It's right when

1. You're interviewing real experts
2. You're building an address book
3. You get respect from renowned people
4. Some pieces take time to get right
5. You can challenge interviewees

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3. Remind them you're a human





!

also

Me



**john** 9:31 AM  
Ummmmm....



**sam** 9:31 AM  
Shit shit shit



**lindsey** 9:32 AM  
Ohh god I messed up. Accidentally sent yesterday's email today



**john** 9:32 AM  
What happened?



**lindsey** 9:32 AM  
Had two tabs open in Sendgrid, one with the copied email from yesterday and one with the updated version for today. Sent myself a test from the new tab and it looked good. Hit send on the old tab.



**sam** 9:34 AM  
Got it, shit happens. let's fix it



**sam** 9:40 AM  
Actually screw it, just send them a screenshot of this convo with the right email. They'll understand it was a mistake.



**adam** 9:40 AM  
Make sure to apologize to The Black Tux!

## Connection trouble

Apologies, we're having some trouble with your web socket connection.

We've seen this problem clear up with a restart of Slack, a solution which we suggest to you now only with great regret and self loathing.

OK

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**It isn't the whisky they  
choose, it's the image.**

**David Ogilvy**



Matt Arnerich | [ma@family.co](mailto:ma@family.co)