



Chad Arrington <chadmmp@gmail.com>

Chat with kathryn.anne.oconnell@gmail.com

1 message

kathryn.anne.oconnell@gmail.com <kathryn.anne.oconnell@gmail.com>

Thu, Mar 15, 2012 at 4:36 PM

To: chadmmp@gmail.com

4:04 PM **me**: yo he's trying to replace his everything with SEO, that's whyt he fuck hes acting so crazy
i get i
t

4:05 PM **kathryn.anne.oconnell**: sam told me he was donig some "black hat type of stuff" but he
didn't want to tell me what it was ...until they stopped doing it
I was like..oh jesus
me: he's never come in here and said I have to jump back into adwords
only black hat thing we've done is let matt nd chris work on seo
they don't take it serious enough
kathryn.anne.oconnell: hahahaa
me: to execute
and be careful and precise
kathryn.anne.oconnell: I know, It's really frustrating, like I can't believe that in our absence
shit fell 40%!

4:06 PM like.... take some initiative Chris!
me: deniss...didn't even flinch after brett said he's paid 20k in fucking up emails
give me 20k
let us do some cool shit
bret employs these people
u weren't here yesterday
man...
kathryn.anne.oconnell: what happened..?
I thoguht it was a bad day by the email s I was getting

4:07 PM I told bret like 5 times I couldn't get the airport wifi to work - I even got there 5 hours early so I
could do work...only to not be able to...and he kept emailing me questions that he knew I
couldnt' answer wihtout wifi about numbers
me: he doesn't know how to manage and he admitted it. he admitted he did a horrible job
with matt and he needs to hire better people. this revolving door shit here is not kosher. and
shit is changing here just watch
jason is quitting
he sabotoges us everyday!
every fuckn day since I been here

4:08 PM u want my plan? go write about the same stories as your competitor (seeking alpha). When I
got here they just wanted to compete with them. They get 1.5 million hits a month. before me
how would you know what other people were writing about?? i have back offices to
everyones traffic.

4:09 PM so I'm perfected a process that WE have to USE the right way and at a reasonable time
period... who on earth can go from 50k to 1.5 mil and nobody say ehhhh???

4:10 PM especially if you rush it.
I told b give me one year jan 1 to jan 1 and leave me alone. he's micro managed and held my
hand the whole way thru
I don't even know my own process anymore
this is seo. put 20k into conversions
dont' fucking hire dennis
and talk about soccer
wtf

hire somebody who respects u that u don't know
so we not carrying dead weight and pressed on each other

4:11 PM hire katie, chads, laurens, so initiatives get done without babysitting
wtf I was catching up since u left and I don't know what these two do. I just stay out the way
kathryn.anne.oconnell: amen - I agree with everything you are saying

4:12 PM it's ridiculous, like I told chris today jus to do whateve he wants, it's pointless, he DOESN'T
CARE - I like him and all but he doesn't give a shit about this stuff
me: oh...ps...don't say shit about what you learned about at the conference...bret will be
ready to eat u alive. not guessing. I'm telling you!
save yourself!
kathryn.anne.oconnell: hahaha, I know he will and I know he's gonna shoot down all of it
but if I don't sh ow that I came back with something he won't let me go again
and screw him, I'll do the ideas anyway lol

4:13 PM The dennis situation was ridiculous, I mean when I talked to Bret on Onday to catch up he
finally was like...yeah he has no idea what he is doing
I was like NO SHIT lol
Chris or I could haev told you that day 2

4:14 PM **me**: I hear that shit! DAY 1
he thinks managing is hiring peopl u know or making the quick fit and getting it done
u cant build a championship team with only two people who want to win
me
u want to win

4:15 PM chris don't care, lauren doesnt speak, dennis might be mentally gone. period.
kathryn.anne.oconnell: I know - I can't wait to manage ... I know I'll make some mistakes
but I do think I'll hire better people
hhahaha god, that last im was right on
me: u have no idea... the shit i've heard while u were gone. the board talk was god awful
kathryn.anne.oconnell: probably going to officially start managing in June - when we have 4
production people... ..oh no...

4:16 PM like it's realy hard to manage people that just dont' give a shit - which is why I wouldn't hire
them lol
honestly I think interns or people in their last semester of college would take this job more
seriously than Chris or Dennis - No freaking joke

4:17 PM **me**: but chris was an intern... what happened. Dennis been beggin for a job here for 4 years..
kathryn.anne.oconnell: well dennis does try...he's just not all there
me: NOT HALFWAY THERE
kathryn.anne.oconnell: I seriously wonder if he did like 5 years of hard core drugs that just
whiped out his short term memory lol

4:18 PM **me**: Some ppl can't smoke weed. that's all i gotta say
kathryn.anne.oconnell: I've seriously had people from other departments here ask me "in all
seriousnesS" if there was something wrong with him
that is just sad
we ll get there though

4:20 PM **me**: keep grinding. bret don't listen though. he just let matt come and destroy stuff. good seo
never hurts. bad seo employees or people that don't care do. I just hope they realize one day
they got you and a black dude with 2 laptops that's it. We're not a company or corporation in
here. Keep grinding.

4:23 PM **kathryn.anne.oconnell**: haha
<http://moneymorning.com/2012/03/15/the-bernanke-effect-on-gold-prices-silver-prices-means-time-to-buy-metals/>

4:29 PM **me**: how's that bottom pop up working? i like it. how does it work? still using a regular pop up
too??

4:36 PM **kathryn.anne.oconnell**: yeah I just have't had time to cehck them out today
its too early to tell about the bottom popup

4:37 PM **me**: so funnny and beautiful to see things I screamed about last year be used. kool. just
checking.