
From: [REDACTED] >
Sent: Friday, December 16, 2011 6:41 PM
To: Jeffrey Epstein
Subject: Approach Summary
Attachments: Picasso Overview_pdf.html; Untitled attachment 00685.htm; RepDef-Process-Deck_pdf.html; Untitled attachment 00688.htm; company-overview_pdf.html; Untitled attachment 00691.htm

ONLINE REPUTATION MANAGEMENT: A Three Pronged Approach:=o;p>

1. =font size="3" face="Calibri">Optimizing good information to push down t=e negative: using new content (blog, websites, press releases, public netwo=k profiles, google images, etc) and search engine optimization. Changing th= Wikipedia profile. Notes Wikipedia below.
2. Eliminating the bad information using prevalence and proprietary a=gorithms; redirecting the way in which Google sequences your information (r=associating it with the positive content). This is called off-page optimiza=ion.
3. Eliminating personal information (soci=l sec, tel #'s, dob, addresses etc) from all public and private dir=ctories.

COMMENTS:

Step 2 is critical<=i> otherwise one is just bailing water from an ongoing flood of negative pr=ss. By realigning the algorithms (i.e. reinforcing positive associations wi=h your name and weakening the negative associations), one almost permanentl= seals up the water hole or at least closes it significantly. This allows f=r Step 1 to be a onetime project (which will take 2 to 4 months approx.), w=th just tweaking here and there down the road with updated content.

BEST PEOPLE TO USE:

You need people who eat, drink and sleep algorithms and sear=h engine optimization. I've researched several companies and the mo=t skilled, discrete, award winning and comprehensive is a company called, <=font> = <<http://www.reputation.com/>> Represents numerous=fortune 500 companies

<=pan style="mso-list: Ignore">· &nbs=; clients in more th=n 100 countries

<=pan style="mso-list: Ignore">· &nbs=; based in Silicon V=lley

<=pan style="mso-list: Ignore">· &nbs=; Featured on CNN, W=J, Forbes, NY Times etc

<=pan style="mso-list: Ignore">· &nbs=; Undisputed world l=ader in online reputation management

<=pan style="mso-list: Ignore">· &nbs=; Prevalence and pro=rietary algorithms to drive positive search results to the top.

<=pan style="mso-list: Ignore">· &nbs=; Intimate knowledge=of search engine optimization.

<=pan style="mso-list: Ignore">· &nbs=; 200+ employees

<=pan style="mso-list: Ignore">· &nbs=; Patented Internet t=chnology

 Partnered with: American Medical Assoc. Am Bar Assoc, Aol, etc

 \$67 million in venture capital to date.

CE is Michael Fertik

CEO and Founder

Michael Fertik founded Reputation.com in 2006 with the belief that people have the right to control and protect their online reputation and privacy. In addition to his work with Reputation.com, Michael holds a position on the advisory board of The Internet Keepsafe Coalition (iKeepSafe), a nonprofit that works to protect the health and safety of youth online. Michael is regarded as one of the earliest pioneers of online reputation management and a leading expert on issues of online privacy. He co-authored the book Wild West 2.0 and lectures internationally, appearing before professional and academic audiences. Michael also advises school administrators and parent groups. Prior to founding Reputation.com, Michael clerked for Chief Judge Danny J. Boggs of the Sixth Circuit Court of Appeals of the United States. He is a graduate of Harvard College and Harvard Law School, speaks several languages, and enjoys sailing, reading, and running.

TIME FRAME & FEES

Their "Picasso" Tech services described in step 2, will take approx. 3 months to eliminate bad press from the 1st page. The whole process will take about a year to be solidified. Fees will be approx. \$10k - \$15k per month but depends on each case and costs can be kept down by providing content and selecting only truly necessary services.

WIKIPEDIA

This is a tough nut to crack. And I need to do more research on this. Wiki comes up first on the Google list due to its powerful domain and contains totally lopsided and damning content on you.

But we'll crack it. On the surface, Wiki is controlled by a morass of copyediting geeks who have nothing better to do than to discuss reference tags etc. It is also 'the people's' encyclopedia, dictated by the tyranny of the majority—so no objectivity at all.

Current Strategy— 1. The Reputation group have a copyright team dedicated to balancing the content on Wikipedia and gradually sectioning the bad stuff down to sub categories in the profile. They don't seem to be able to eliminate the bad though. 2. So, I think it's worth seeing how people like Prince Andrew managed to create an absolutely stellar profile—or Bill Clinton for that matter. No mention of his impeachment or lying to the Grand Jury. It barely touches on Lewinsky etc. 3. There are also protected pages on Wiki but I need more time and research.

WEBSITE

You need to update your website immediately by adding the bio on you from The Edge if you can and adding a longer summary of science and scientists that you are/have worked with.

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