

Philippe Han
Senior Client Account Manager

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From: [REDACTED] [mailto:[REDACTED]]
Sent: Tuesday, December 18, 2012 3:00 PM
To: Philippe Han
Cc: jeffrey epstein; Cliff Stein<R> Subject: Re: Month 2 Strategy plan

Hi Philippe,

Thanks for sending me the outline of Month 2 strategy. looks fine. A couple of questions:

1. it seems that the websites that need promoting are those that are not yet on the 1st page: those include--jeffrey epstein education, USVI, the blog, the forum, Reputations's 3 new websites and Reputation's blogs. What is your strategy for those websites?

the .org site, the science and foundation sites seem to be locked onto the 1st page already.

Please advise re: the above and I will be in touch with Jeffrey's accountant today,

my best,

[REDACTED]

cell: [REDACTED]
email: [REDACTED] <mailto:[REDACTED]>

From: Philippe Han <[REDACTED]> <mailto:[REDACTED]> >>To:
[REDACTED] <mailto:[REDACTED]> > " <[REDACTED]>
<[REDACTED]=com> >
Sent: Tuesday, December 18, 2012 2:46 PM
Subject: Month 2 Strategy plan
Hi [REDACTED],

I've gotten the plan back from my head strategist for the month 2 of work! Keep in mind that this is a specific linkbuilding strategy. It's less about the quantity of pages of content than it is about the quality of the resources we are using. We are either using the best PR outlet on the market or using high PR ranked blogs for our linkbuilding.

1. One interview style guest post for use on high ranking blog – this is a question and answer document you will receive and once returned, it will post on a high pr ranked blog as a "Featured Interview." The content will show exactly the way the approved piece you return looks=
2. 3 Press releases via PR Newswire – these are the most costly but most effective types of releases we can push out. We typically receive very high link volume back from this outlet and are focusing on boosting these 3 sites via PR Links: jeffreypstein.org, jeffreypsteinusvi.com, jeffreypsteinscience.com.
3. 3 "Sponsored reviews" Guest Posts. These are like guest posts on steroids. The posts come from very high ranking blogs, they are keyword specific AND we can push out an additional link with these via a writer credit as well. These are worth 3 times that of regular guest posts and are proven very effective. The primary sites we will be pushing via links for these sponsored reviews are jeffreypstein.org, jeffreypsteinforum.com and jeffreypsteinscience.com
4. 4 hot-topic new style articles – these are very similar to what we do with press releases however instead of pushing the article through a press outlet, we will post these to high pr ranked news style blogs that we control. Once posted, we can place a link on each article that will direct strength to whichever asset is most in need and sitting just below a negative.

[REDACTED], as I laid out for you, this is the plan we would put into effect immediately should you sign back on TODAY. Should any changes occur between now and the time in which we receive payment, the slight alterations may be made if necessary although you will be kept abreast of that.

Please let me know if you have any further questions. We are really focusing on driving quality over quantity. Maintaining your contracted second month cost of \$8,500 allows us to use the best tools we have available to us for Jeffrey's campaign.

Respectfully,

Philippe Han
Senior Client Account Manager

Phone:

Fax:

Email:
www.ReputationChanger.com

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