

**To:** jeffrey E.[jeevacation@gmail.com]  
**Cc:** [REDACTED]; Richard Kahn[richardkahn12@gmail.com]  
**From:** Tyler Shears  
**Sent:** Wed 7/16/2014 5:56:14 PM  
**Subject:** Re: Shears Update

yes agree  
result got worse with recent negative press, clinton, as we discussed

we were down to 1 negative (forbes) before that - [REDACTED] can confirm this.

It will get back to 1 and then 0 so long as negative things stop coming out. if new negative keeps coming out it really dismantles much of our effort... especially when it involves an ex-president

no excuses here i'm not pleased with where it is at and am still working to make it happen

On Wed, Jul 16, 2014 at 1:25 PM, jeffrey E. <jeevacation@gmail.com> wrote:

Results still very bad

On Wednesday, July 16, 2014, C [REDACTED] wrote:

Hi Tyler,

The social media sites are constantly updated: LinkedIn, Facebook, Twitter, google +.

I'll be in touch later today re: feature article.

Could you put a site map into the Net site.? This helps rankings. Also could you add it to google analytics using Jeffrey's gmail account? This allows me to monitor it's progress and index it periodically.

I'll call you later. Thanks,  
[REDACTED]

On Jul 16, 2014, at 12:01 PM, Tyler Shears <s [REDACTED]> wrote:

(██████),

<http://jeffreypstein.net/> - Site is live and Share This shows up when you scroll down page (look for top menu bar)

I expect this to rank swiftly - I'm sending a list of all properties we need to point over in this direction with suggested anchor text.

Do you have the topic right I'm doing a placement around? I'm going to have a few articles spun-off from it and put into lower tier publications as well.

I want to push HARD in August with a premium placement, fresh link pushes, and some supporting placements. We should be able to get down to 1 negative by mid-September with a goal of being clean by end of year (unless new negative press comes again...)

For social media updates... Are you currently doing these? I'd like to look at how often we are doing them and trying to link to our own content more often.

I'm also exploring if we can get this new site included in Google News and maybe syndicate other important AI news through it... would give us free google news spots when we need them..

---

JE - There's 3 negatives today and that's 3 too many. There will be progress please continue to be patient as you have been.

Best

Tyler

--

please note

The information contained in this communication is confidential, may be attorney-client privileged, may constitute inside information, and is intended only for the use of the addressee. It is the property of JEE

Unauthorized use, disclosure or copying of this communication or any part thereof is strictly prohibited and may be unlawful. If you have received this communication in error, please notify us immediately by return e-mail or by e-mail to [jeevacation@gmail.com](mailto:jeevacation@gmail.com), and destroy this communication and all copies thereof,

including all attachments. copyright -all rights reserved