

HI [REDACTED],

Regarding your 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?

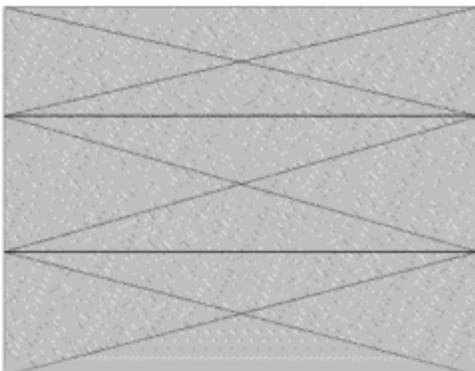
The sites that we are linking to are the sites you wanted brought up higher if possible. The reason why there is nothing here to try and push up RC's 3 new websites and blogs is because at present time, they are so far down due to the strength of other listings that spending resources to bring them up just a bit when other positive sites are in reach does not make sense. The goal is to push down the negatives as quickly as possible. This is why the links initially outlined here are to the sites identified....combination of what you wanted us to bring up and what makes the most sense to achieve your campaign goals.

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

Yes they are on page 1 but they are not all strong enough to where they sit **above** the negatives. We must overtake those negatives with authority to those sites. This is why they are targeted.

Please let me know if you have any further questions.

Respectfully,



Philippe Han

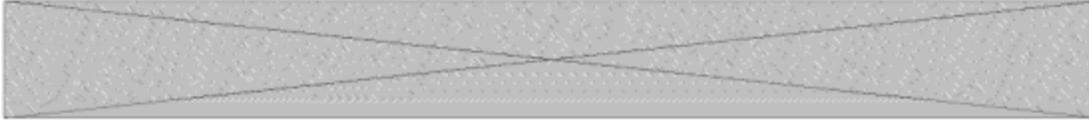
Senior Client Account Manager

Phone: [REDACTED]
[REDACTED] [REDACTED]

Email:



Website: www.ReputationChanger.com



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From: [Redacted]
Sent: Tuesday, December 18, 2012 3:02 PM
To: Philippe Han
Cc: jeffrey epstein; Cliff Stein
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]

[REDACTED]

cell: [REDACTED]

email: [REDACTED]

From: Philippe Han <[REDACTED]>
To: "[REDACTED]@[REDACTED]"
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: jeffreysteinstein.org, jeffreysteinsteinusvi.com, jeffreysteinstein-science.com.

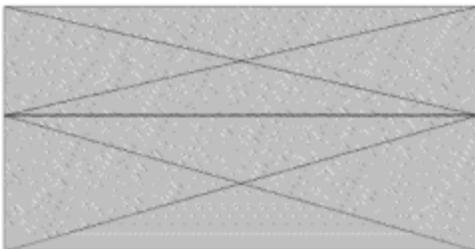
3. 3 “Sponsored reviews” Guest Posts. These are like guest posts on steroids. The posts come from very high ranking blogs, they are keyword specific AND we can push out [REDACTED] additional link with these via a writer credit as well. These are worth 3 times that of regular guest posts and are proven very effective. The primary sites we will be pushing via links for these sponsored reviews are jeffreysteinstein.org, jeffreysteinsteinforum.com and jeffreysteinstein-science.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, then 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: [REDACTED]

[REDACTED] [REDACTED]

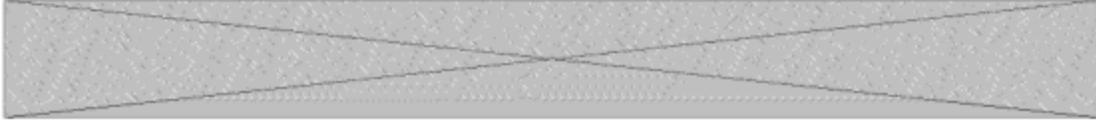


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