

To: [redacted] ieevacation@gmail.com[ieevacation@gmail.com]:

From: [redacted]

Sent: Wed 1/16/2013 5:16:41 PM

Subject: Month 2

Hi Philippe,

I am reviewing Month 2 thus far: Could you let me know about my notes below in highlight? Also could you post all the new content on the dashboard? We have about 10 more days in Month 2. Could you let me know what your strategy/plan of action is for that time period?

Thank you! my best, Christina

1. **DONE--waiting for link.** 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. **2 published, 1 needs to go out.** 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. **DONE--waiting for links** 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. **DONE--waiting for links.** 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.

