From: Michael Wolff < ███████████ >
To: Ian Osborne < ███████████ >
Cc: Jeffrey Epstein <jeevacation@gmail.com>
Subject: Re: Re:
Date: Wed, 05 Oct 2011 11:22:52 +0000

Times story today (http://tinyurl.com/43enzct) on Amanda Knox is another good example of the importance and effectiveness of overall web strategy.
On Oct 5, 2011, at 12:19 AM, Ian Osborne wrote:

Michael is right. Should Michael and I circulate an outline and then have a call later this week to discuss?

In the interests of time we should aim to do sooner rather than later. As part of redoing the pages, we also need to focus on Google.

Sent from my iPhone

On 4 Oct 2011, at 05:57, Michael Wolff < ███████████ > wrote:

Should begin with strategy, goals, and story and then move into design and structure. It's a good process that makes you think through both identity and message. Let's discuss steps.
On Oct 4, 2011, at 7:12 AM, Jeffrey Epstein wrote:

I am aware that it might be time to start redoing the pages. are there concrete things that you suggest . I have been doing as little publicly as possible

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