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To: Jeffrey Epstein <jeevacation@gmail.com>, Richard Kahn <[REDACTED]>

Subject: Online Rep Plan of Action

Date: Thu, 18 Jul 2013 17:01:07 +0000

Jeffrey and Rich,

I would like to engage on the plan below for 30 days - this will give us the next level of detail we need to really understand how much work is going to be required. Seeing how Google reacts to our first round of efforts will be telling to some extent, as well as starting the process of writing stories and distributing them.

I may suggest that we bring on a partner company to amplify our efforts as we progress, but would like to make that evaluation over the next few weeks. I know that will help us get it done, but I am not convinced we need to take that route yet.

I have reviewed this plan with Christina already and she and I are in alignment.

Plan of Action-- next 30 days

- Audit current online presence and document current results for primary keywords
- Modify dropped sites and potentially some other sites within the Epstein network (deoptimization efforts) to try and restore them to page 1 rankings
- Audit authorship signals on Epstein sites and get authorship set up correctly for when new press is posted. These are used to establish Jeffrey's Google + account as a strong source of information. Since G+ is used frequently we can leverage all sites we have control over to build authorship signals to our G+. Will also go back and leverage any old posts (my tech team can work on the sites)
- Plan editorial calendar and line up content writing resources to spread press about Mr. Epstein. This means we need to come up with new stories or spins on existing stories (all related directly to Mr. Epstein so we can get his name in the title). This is different than a press release because this will actually stick - press releases end up in archives pretty quickly which then causes them to lose first page rankings in Google.
- Christina supporting Tyler (and potentially a hired content writer) to distribute stories on behalf of Mr. Epstein. We will influence the topics and choose sites/editors we know will favor the stories we line up (example - we have relationship with Forbes editor on video gaming... what story can we send to them they will relate to but also covers Jeffrey?)
- Building out content on behalf of Dr. Jeffrey Epstein (plastic surgeon) in order to help remove some of the negative results for our Epstein. This requires more conversation between Christina/Tyler/Jeffrey but is something I would like us to focus on ASAP. We should be able to get a few articles on his behalf, as well as profile registrations on popular sites, right away. I would like to see how Google reacts to this ASAP
- Monitor status over next 30 days and determine next steps based on results

*Misc. items not included above might include building new links to certain Epstein properties to increase rankings,

Christina Support

- Christina has indicated she is available to support me in understanding what has been working in the past so I have included that in my plan above
- Christina would also be instrumental in coordinating content writing and press distribution between my company and Mr. Epstein. We will need to be aggressive in talking positively about Jeffrey and will need his active participation in some cases
- Christina will be working on Wikipedia results and any other areas we determine support can be given. This will evolve as we get through the first month of our engagement

Billing

- Audit / strategy / research is \$5000 to start off a fresh client. This has started over the last week and will be done over the next two weeks while we work through more details together
- Services are billed at \$125/hr and I expect we need to spend 30-40 hours over the next 30 days to accomplish the plan of action in section 1. Once we get through the first 30 days we will have a better sense of time required moving forward and will come up with a better number / ongoing suggested plan.
- Having a budget up front for various marketing expenses related to the campaign is helpful. This reduces time required in requesting payments from your organization for individual expenses (i.e. website modifications, content placements, link purchases, press influence, content writing, etc.). I would suggest a \$5000 budget that will be drawn on with Rich or Christina giving approval before I use the budget... but we can work this out in any way that suits your organization. My goal is to streamline the efforts

This budgets \$5k for audit/research, \$5k for getting service going, and \$5k for potential expenses in the first 30 days. I don't think we'll hit the \$5k in service and will likely not need more than 20% of the budget in the first 30 days.

This is not a simple campaign, but with proper steps and enough time this can and will be cleaned up. My goal is to guide us through these waters and bring the right solutions to the table.

Respectfully,

Tyler Shears
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