
From: [REDACTED] >
Sent: Thursday, May 10, 2012 5:22 PM
To: Jeffrey Epstein
Subject: notes
Attachments: Jeffrey Epstein- Clearing Plan-60 Day.pdf

Hi Jeffrey,

I don't think Integrity Defender is showing enough progress either. </=IV>

I should deduct their fee (\$2,149). They were recommended to me by Rep=tation Management (the firm that couldn't take you).

The bad stuff is not entirely correlated to the good. Good press =hould outrank the bad but the bad stuff needs dis-associative work. =e: the words: Jeffrey + negative title need to be disassociated in =he search engines.

I made a bunch of calls to various firms and found a much larger =roup called www.reputationchanger.com <<http://www.reputationchanger.com>> They are ranked in first p=osition by TopSeo's, and have good reviews from The Wall =t. Journal, CNN, Bloomberg etc. They have more than \$10Mil in re=enues, a much larger staff and handle mug shot removal issues. See ranking= link: <http://www.topseos.com/rankings-of-best-reputation-manag=ent-companies> <<http://www.topseos.com/rankings-of-best-reputation-manag=ent-companies>>

After passing your name through their ethics committee, they have agree=d to take you on, if you are willing. They created a personalized pitch for=you. See attached pdf document, specifically page 6.

I'm waiting to speak to them specifically about dis-associative work.<=DIV>

Their fee is is high: \$7,500 for the first month and \$5,000 per month =hereafter. Most of the work is done in the first month however. If we don'= see results in a couple of months, we could stop.

See their notes below: In the meantime, I will be putting out more con=ent very shortly.

During the course of the campaign, Reputation Changer will flood the f=rst 4 pages of Google, Bing, and Yahoo with unique, high-quality content a=ut Jeffrey Epstein that will specifically target the selected keywords, p=oducing an overwhelmingly positive impression. Articles, mini-sites, press=releases and blogs created by Reputation Changer ™combined with our proprieta=y linking and reputation management systems will outrank the prior listing= occupying the home pages.

We are meticulous in our service and will take charge of analyzing and=monitoring the search engine results and closely track the movement and ra=k of our positive assets. Each month you will receive a report that provid=s status updates and information that will help you determine if you wish =o continue to the campaign or if you are eligible to enter our optional ma=ntenance program.

Reputation Changer Monthly Process

Reputation Changer's actual process is proprietary. However, t= help you better understand the level of service Reputation Changer provid=s we have included a list of some of the action steps we will take each mo=th for your account. Please note: This list is just a small sample of our =rocess and most techniques will not be disclosed.

- Research keywords that call the negative listings.
- Determine the number of offending listings under those keywords.
- Determine the strength of the offending listings.
- Identify the age of the listings and whether new negative listings are occurring under the keyword.
- Register multiple high quality mini-sites with several pages=depending on the package.
- Move each site onto our worldwide network of independent hosting servers.
- Build each site using a unique theme.
- Create compelling, original content for each site.
- Run each site through the Reputation Changer SEO software review process™ • Submit each site to multiple search engines.
- Create articles for submissions to top directories and submit with 1 way backlinks. Each article is written by an American journalist. We do not spin articles.

- Create multiple press releases.
- Place strategic backlinks in each press release.
- Complete a Reputation Changer SEO review of the release.
- Complete a Reputation Changer Media Worthy review of the release.
- Submit release to the AP and several other media outlets. </=IV> • Create strategic backlinks to the mini-sites.
- Submit these articles through a list of over 500 top online article directories.
- Utilize the Reputation Changer proprietary linking system software™ • Release the Reputation Changer search technology™ to catapult the Reputation Changer positive listings to the top of the search engines.
- Guest posts on relevant PR4+ blogs.
- Syndication of content through our company owned media sites=

cell: [REDACTED]

email: [REDACTED]

<[http://us.mc1205.mail.yahoo.com/mc/compose?to=\[REDACTED\]](http://us.mc1205.mail.yahoo.com/mc/compose?to=[REDACTED])>