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## Reputation Changer Action Plan

Proposal for: Jeffrey Epstein



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## Executive Summary

Public opinion is essential to anyone's success. Online search engine listings, especially those appearing on the first results page, significantly impact the way the public perceives an individual, business, or brand. There is no way to completely stop negative publicity from getting submitted online, especially when considering the sources: competitors, disgruntled employees, and other online troublemakers. However, there is a way to suppress negative listings that can render them nearly invisible.

That's why clients turn to Reputation Changer™, rated the #1 Online Reputation Management Firm by its peers.

█████████████████████ contacted Reputation Changer™, seeking full control and maintenance of Jeffrey Epstein's major search engine results to avoid permanent public embarrassment and the issues associated with derogatory online content.

In this action plan, Reputation Changer™ will demonstrate our approach and process towards suppressing negative information found in major search engine results for Jeffrey Epstein. Our personalized solution, backed by proven technology, in-depth knowledge, and strong project management methodology, provides Jeffrey Epstein with the following benefits:

**- Complete confidentiality.** Foremost, Reputation Changer™ respects the sensitivity and privacy required for these types of projects. Our clients enjoy the comfort and assurance of knowing their information is never released.

**- Consistent communication.** We are dedicated to accurately understanding and defining our client's needs. Reputation Changer™ will work alongside Jeffrey Epstein to determine the keywords and information the generated content will address. In addition, Jeffrey Epstein will be provided with a detailed monthly report on status updates and other information relaying the progress of your campaign.

**- Personalized, high-quality content.** Original articles, mini-sites, social media profiles, press releases, and blogs are generated and maintained for your company by professional creative writers. Reputation Changer™ does not “spin” articles and recognizes that search engines look for new and diverse content.

**- Impeccable technology and management.** With over 50 years of combined experience and programs such as the Real-Time Linking System™, Reputation Changer™ can inundate search engines, catapulting high-quality, positive content to the top of every listing. We guarantee that our content will outrank the prior listings, and span up to the first 4 pages on major search engines including Google, Bing, and Yahoo.

The following pages provide a detailed analysis of your online listing reputation, descriptions of our reactive process, approach, and team, and finally, the recommended solution that may be supported by a number of additional plan options.

Respectfully,

*Philippe Han*

Philippe Han - Account Executive

## Reputation Analysis

Based on our initial call with [REDACTED] [REDACTED], the Reputation Changer team completed a thorough reputation analysis for Jeffrey Epstein. We have identified the following keywords (search phrases) that pose an immediate threat to Jeffrey Epstein.

### Negative Keywords

**Jeffrey Epstein**

### Sample Negative Web Site Listings

After searching for the keywords listed above, the following websites are returned, highlighted are the listings that pose a reputational threat.



## Recommended Solution

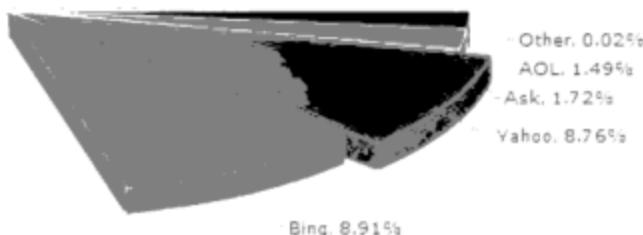
Reputation Changer recommends that you enroll in our **Reputation Clearing Action Plan™** to reactively combat the negative keywords and listings listed above. Our standard program is on a month-to-month basis with no long term commitment required. You have the option to pause or cancel your campaign at any time.

## Reputation Changer Methodology

Reputation Changer understands that the information on the Internet about Jeffrey Epstein has the power to greatly impact perception. That is certainly the case for a product or business, as over 80% of customers research a product or service online before purchasing. Reputation Changer has developed proven solutions to protect, defend and sustain you or your company's image. Our proprietary Reputation Management and Real-Time Linking System™ pushes negative content about you or your brand off of the first page of the major search engines and out of general public view.

*Sep '10 - Mar '11*

Google, 79.1%



Our top priority is the first page of listings as research shows that 95% of web users do not search past page 1 of search engine results. Ultimately, the end-goal of this Reputation Changer campaign is to outrank and force the negative content currently displayed on the first page of Google and other search engines as far back as [REDACTED] [REDACTED] desires, to ensure your prospects will only find positive reputational assets about you or your business.

The instant Reputation Changer™ receives the first payment; we will immediately start on your campaign. Depending on the strength of the current listings, you may start seeing positive results on the first page of Google, Yahoo, and Bing in as early as 72 hours.

During the course of the campaign, Reputation Changer will flood the first 4 pages of Google, Bing, and Yahoo with unique, high-quality content about Jeffrey Epstein that will specifically target the selected keywords, producing an overwhelmingly positive impression. Articles, mini-sites, press releases and blogs created by Reputation Changer™ combined with our proprietary linking and reputation management systems will outrank the prior listings 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 rank of our positive assets. Each month you will receive a report that provides status updates and information that will help you determine if you wish to continue to the campaign or if you are eligible to enter our optional maintenance program.

### **Reputation Changer Monthly Process**

Reputation Changer's actual process is proprietary. However, to help you better understand the level of service Reputation Changer provides we have included a list of some of the action steps we will take each month for your account. Please note: This list is just a small sample of our process 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.
- 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.

### Your Reputation Changer Team

Reputation Changer will assign a dedicated team to Jeffrey Epstein. Your team will consist of highly skilled and expert staff, including:

- Account Executive
- Internet Marketers
- Search Engine Optimization Experts
- Certified Google Consultants
- Web Developers
- Journalists
- Social Media Experts
- Public Relation Specialists

The progress of each team division will be reviewed by management on a weekly basis. Our management team has over 50 years of combined Internet Marketing experience, and members have been hired to consult hundreds of companies worldwide, including Paramount Pictures and Comcast SportsNet.



**We guarantee that within 5 business days of launching a campaign that we'll create and rank at least two (2) positive assets on the first 3 pages of Google, Yahoo, and Bing. We further guarantee that we will create and rank at least twelve (12) positive assets on the first 3 pages of Google, Yahoo, and Bing within the first 60 days of your campaign start date or you may cancel your account and receive 100% of all your money back.**

## Campaign Investment

Based on the quantity of existing negative content, the authority of the negative listings, and the resources needed for this campaign, the **Reputation Clearing Action Plan™** will have the following monthly investment:

**Month 1: (Accelerated Suppression Phase) \$7,500 for month 1;**

**Month 2: (Boosting Phase) \$5,000 starting until the negative listings are suppressed to client's satisfaction.**

*"Any request to pause or cancel a campaign will take up to Three (3) days to process. Any request to pause or cancel a campaign that is submitted within Three (3) days of the start of a new billing cycle will not become effective until the following billing cycle. All requests to pause or cancel a campaign shall be submitted via e-mail and sent to [REDACTED]."*

### Reputation Changer:

Reputation Changer, LLC, a Delaware limited liability company.

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