
From: Jeffrey Epstein <jeevacation@gmail.com>
Sent: Tuesday, December 18, 2012 10:07 PM
To: Richard Kahn
Subject: Fwd: Month 2

ok for month 2

----- Forwarded message -----

From: [REDACTED] <mailto:[REDACTED]>>
Date: Tue, Dec 18, 2012 at 3:40 PM
Subject: Month 2
To: Richard Kahn =lt;[REDACTED]> <mailto:[REDACTED]> <
Cc: "[REDACTED]" <mailto:[REDACTED]> " "
<[REDACTED]> <mailto:philippe.han=reputationchanger.com>, jeffrey=epstein
<jeevacation@gmail.com=a>>

<mailto:jeevacation@gmail.com>

Hi Rich,

I hope you are well. Jeffrey=conferenced with the CEO of Reputation today and we are ready to start Mon=h 2. Could you reach out to Philippe Han, the account manager to arrange t=is?

Thank you!

[REDACTED]

[REDACTED]
cell: [REDACTED] <tel:[REDACTED]>
email: [REDACTED] <mailto:[REDACTED]>

----- Forwarded Message -----

<=pan style="FONT-WEIGHT:bold">From: Philippe Han <[REDACTED]>
To: [REDACTED]
target="_blank">[REDACTED]
Cc:</=pan> jeffrey epstein <jeevacation@gmail.com <mailto:[REDACTED]>>; Cliff Stein
[REDACTED]

Sent: Tuesday, December 18, =012 3:32 PM

Subject: RE:=Month 2 Strategy plan

Hi [REDACTED],

Regarding your questions:=-/span>

1. it seems that the websites that n=ed promoting are those that are not yet on the 1st page: those include--je=frey epstein eduction, USVI, the blog, the forum, Reputations's 3 new =ebsites and Reputation's blogs. What is your strategy for those websit=s?

The sites that we are linking to are the sites you wanted brought up higher if possible. The reason why there is nothing here to try and push up RC's 3 new websites and [REDACTED] =ogs is because at present time, they are so far down due to the strength of other listings that spending resources to bring them up just a bit when other positive sites are in reach does not make sense. The goal is to push down the negatives as quickly as possible. This is why the links initially outlined here are to the sites identified....combination of what you wanted us to bring up and what makes the most sense to achieve your campaign=goals.

2.=AO the .org site, the science and foundation sites seem to be locked onto the 1st page already. Yes they are on page 1 but they are not=all strong enough to where they sit above the negatives. We must=overtake those negatives with authority to those sites. This is why they are targeted.

Please let me know if you have any further questions.

Respectfully,

=img alt="Description: Description: http://d2stxld4m448hz.cloudfront.net/=signature/img/img2.jpg"
src="cid:[REDACTED]" height="55" width="238">

Phone:

[REDACTED]/span>

Fax:=span style="font-size:9pt">

[REDACTED]/span>

Email:

Philippe.Han@ReputationChanger.com <mailto:[REDACTED]>

Website:

www.ReputationChanger.com<=a> <http://www.reputationchanger.com/>

</=body>

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From: [REDACTED] <mailto:[REDACTED]>]
Sent: Tuesday, December 18, 2012 3:02 PM
To: Philippe Han
Cc: jeffrey epstein; Cliff Stein
Subject: Re: Month 2 Strategy plan

Hi Philippe,=span>
</=iv>

Thanks for sending me the outline of Month 2 strategy. looks fine. A couple of questions:

</=iv>

1. it seems that the websites that need=promoting are those that are not yet on the 1st page: those include--jeffreyepstein eduction, USVI, the blog, the forum, Reputations's 3 new websites and Reputation's blogs. What is your strategy for those websites?

the .org site, the science and foundation sites seem to be locked onto the 1st page already.

Please advise re: the above and I will =e in touch with Jeffrey's accountant today,

my best,

[REDACTED]

</=iv>

</=iv>

</=iv>

[REDACTED] Ga=braith

cell: [REDACTED]

email: [REDACTED]

</=iv>

From: Philippe Han <[REDACTED]> <mailto:[REDACTED]>>

To: " [REDACTED] <mailto:[REDACTED]>>">

Sent: Tuesday, December 18, 2012 2:46 PM

Subject: Month 2 =strategy plan

Hi [REDACTED],

I've gotten the plan back fro= my head strategist for the month 2 of work! Keep in mind that this is = specific linkbuilding strategy. It's less about the quantity of page= of content than it is about the quality of the resources we are using. =AO We are either using the best PR outlet on the market or using high PR r=nked blogs for our linkbuilding.

1. One interview style guest pos= for use on high ranking blog – this is a question and answer document y=u 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 a=proved piece you return looks.

2. 3 Press releases via PR Newsw=re – these are the most costly but most effective types of releases we c=n push out. We typically receive very high link volume back from this o=tlet and are focusing on boosting these 3 sites via PR Links: jeffreyespein.org, jeffreyepsteinusv=.com <http://jeffreyepsteinusvi.com> , jffreyepsteinscience.com <http://jeffreyepsteinscience.com> .

3. 3 “Sponsored reviews” Gue=t 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 =dditional link with these via a writer credit as well. These are worth = times that of regular guest posts and are proven very effective. The p=imary sites we will be pushing via links for these sponsored reviews are <= href="http://jeffreyepstein.org" target="_blank">jeffreyepstein.org</=>, jeffreyeps=einforum.com <http://jeffreyepsteinforum.com> and jeffreyepsteinscience.com <http://jeffreyepsteinscience.com>

4. 4 hot topic new style article= – these are very similar to what we do with press releases however i=stead 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 pl=ce a link on each article that will direct strength to whichever asset is =ost in need and sitting just below a negative.

[REDACTED], as I laid out for yo=, this is the plan we would put into effect immediately should you sign ba=[REDACTED] on TODAY. Should any changes occur between now and the time in which =e receive payment, then slight alterations may be made if necessary althou=h you will be kept abreast of that.

Please let me know if you have any further questions. We are really focusing on driving quality over quantity. Maintaining your contracted second month cost of \$8,500 allows us to use the best tools we have available to us for Jeffrey's campaign=

Respectfully,=span>

Phone:

[REDACTED]=span>

Fax:=div>

[REDACTED]=span>

Email:

[REDACTED] <mailto:Philippe.Han@ReputationChanger.com>

Website:

www.R=putationChanger.com <http://www.reputationchanger.c=m/>

<=tr>

=/table>

jeevacation@gmail.com, and
destroy this communication and all copies thereof,
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