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REPORTER'S TRANSCRIPT OF PREVIOUSLY-RECORDED
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P R O C E E D I N G S

ADAM ZUCKERMAN: Whereas this you're just gonna get hopefully a bunch of doctors that do have some disposable cash that are egomaniacs, don't like the fact that they're being told that they cut someone's uterus in half.

So in this particular scenario it's a direct hit of direct marketing, we think. Because what we're essentially doing is is we're identifying the person who has a specific problem. We're pointing out the problem of where they're being offended.

We're bringing -- making them aware of it. It attacks their ego, it attacks their business. And we're telling them that we can eliminate the problem. That's about as direct as you can possibly get. So we'll see how we do on the calls which are scheduled for money with respect to conversion.

But what we do know is that we think the quality of the lead is probably pretty good because we know what the lead is. So it's probably at this point, guessing on the quality of the lead as far as our target market goes, as far as who we're going after?

The quality here Michael said might be a three. Maybe that will increase. But the quality

1 here you would think is probably an eight plus,
2 depending on who the doctor is and what the scenario
3 is.

4 Why is it a high-quality lead? Because we
5 know exactly who they are and why they're calling,
6 what their problem is, and the fact that they need to
7 get rid of it. So the only reason it wouldn't be a
8 ten is we can't be for sure that somebody else hasn't
9 pitched better or against us. But we know it's a good
10 lead.

11 So we did a test. We sent out, you know, 70
12 or a hundred or whatever. And so far on a Friday,
13 within a few hours, we've got some responses. Now,
14 getting any kind of response to a spam campaign on a
15 Friday, with doctors that could be in and out of
16 surgery, or the office, or what have you.

17 Knowing there are gatekeepers. Assuming that
18 they're younger guys, they check their own email, they
19 got Blackberries. They're more in the groove now.
20 And it's ego-based stuff. The fact we got four or
21 five replies, perhaps --

22 RYAN PAGE: We're 70 -- the numbers are 73,
23 17, and 4. So 73 messages went out. I assume that
24 some of those are ours, but.

25 ADAM ZUCKERMAN: Seventeen opened?

1 RYAN PAGE: Seventeen opened. And it was
2 opened like 42 times, so it was co-people opened each
3 one. And then 4 people that initiated contact for
4 (inaudible.) It looks like 3 out of 4 probably,
5 because one of them was maybe not --

6 (Inaudible - speakers talking over one another.)

7 PAUL PORTELLI: What was the 17?

8 MICHAEL ROBERTS: Would have been --

9 RYAN PAGE: People who opened it.

10 PAUL PORTELLI: Okay.

11 RYAN PAGE: Contacts that downloaded the
12 image.

13 MICHAEL ROBERTS: But they were opened 43
14 times.

15 CHRISTYNE IRELAND: Three out of four.

16 (Inaudible - speakers talking over one another.)

17 RYAN PAGE: And they're --

18 PAUL PORTELLI: So they reopened -- 17 people
19 reopened them quite a few times to get to 43, right?

20 RYAN PAGE: Yeah.

21 ADAM ZUCKERMAN: Yeah, or gatekeeper opened
22 it --

23 PAUL PORTELLI: Yeah.

24 ADAM ZUCKERMAN: Or they put it on their --

25 KIRK McMAHAN: And --

1 (Inaudible - speakers talking over one another.)

2 KIRK McMAHAN: That's, that's, that's not one
3 hundred percent open, that's just the downloading of
4 the image.

5 PAUL PORTELLI: Okay.

6 KIRK McMAHAN: Especially people using PDAs,
7 you can read an email without choosing to download the
8 image.

9 PAUL PORTELLI: Does it --

10 KIRK McMAHAN: We do it all the time.

11 PAUL PORTELLI: Does it track the -- any
12 forwards? If somebody forwards it to somebody else?
13 Is that just kind of the second opening?

14 KIRK McMAHAN: It's got a forward, it's got a
15 forward-to-a-friend link, which it tracks. But if you
16 just --

17 PAUL PORTELLI: If you just forward it?

18 KIRK McMAHAN: If you just hit forward it,
19 it's, it's not in there (inaudible) --

20 PAUL PORTELLI: So --

21 KIRK McMAHAN: It's not in (inaudible.)

22 PAUL PORTELLI: Okay, got it.

23 ADAM ZUCKERMAN: So you guys can get into all
24 your technical discussions about how you want to scope
25 around, you know --

1 MICHAEL ROBERTS: He's the gig, not me.

2 (Inaudible - speakers talking over one another.)

3 ADAM ZUCKERMAN: -- okay? Do that another
4 day.

5 RYAN PAGE: It's a one, a one percent res --
6 a one --

7 SPEAKER UNKNOWN: Ripoff (inaudible) great.
8 (Inaudible - speakers talking over one another.)

9 ADAM ZUCKERMAN: Refine it, make it better
10 than ever. But the bottom line is, is just that on
11 its own for a test campaign is a great response.

12 MICHAEL ROBERTS: Uh-huh.

13 ADAM ZUCKERMAN: Now, this has nothing to do
14 with us actually proactively next reaching out and
15 calling them and saying, Did you get the email? Are
16 you aware of this?

17 Let's say it doubles that. We're already a
18 good response. Okay? If we sent out 750 of these and
19 we had 40 or 50 responses right now, that would be
20 pretty good. Okay? If we could double that to a
21 hundred by making phone calls, that would be really
22 good.

23 So the idea here is it looks like the concept
24 of the campaign works pretty good. We know it's a
25 targeted audience. We know what their problem is.

1 Now we need to get on the phone and effectively close
2 them. Which comes down to the next issue, which is
3 contact ratio. Can we contact them?

4 Since they reached out to us, contact ratio's
5 pretty good. They've already initiated contact, so
6 you'd think getting back to them they're gonna be
7 receptive. So let's assume the contact ratio
8 concept's gonna be pretty high. Or the element is
9 gonna be pretty high.

10 Closed ratio is yet to be determined. Closed
11 ratio is an unknown variable because we don't know
12 what we're gonna get on the other side of the song.
13 Okay? Lot of it has to do with our pitch. We feel
14 like our pitch is pretty strong.

15 And we don't know whether they're going to
16 respond by saying, I got ten of you to call me. My
17 guess is if they responded to you they probably
18 haven't been saturated by a lot of people bothering
19 them or bringing this to their attention.

20 Or maybe they have and they haven't had luck
21 because the person they hired to do it didn't get the
22 job done. In which case the close is gonna be even
23 stronger.

24 So this is an unknown variable right now.
25 But you think it's pretty good because we got a good

1 value proposition, we know how to sell it, and we
2 believe that they're receptive to needing the service.
3 So that's something yet to be found out, close ratio.

4 Once we determine the close ratio and the
5 overall contact ratio we're gonna get to our
6 short-term CPA. Our cost per acquisition. Once we
7 get to our short-term CPA and we know that that's
8 good, that gives us a good indication that at least
9 within the scope of this direct marketing through a
10 particular channel of the Ripoff Reports, doing
11 scraping with our scouts, without get -- making a
12 sophisticated filtering system or any auto bots that
13 are gonna help her job exponentially increase and
14 become more efficient? She's having to go through,
15 and she's catching names and she's saying, Oh, I
16 already called you and sent you an email because
17 you're on the Ripoff Report five times.

18 So we need to create something that allows us
19 to immediately identify somebody and go -- rather the
20 best thing for her to do is if we could actually build
21 something that would allow us to go in, identify all
22 the names of the doctors, and pull them all up to find
23 out how many hits they have.

24 So all of a sudden you have a grid --

25 (Inaudible - speakers talking over one another.)

1 ADAM ZUCKERMAN: You have a grid from left to
2 right, right? And it starts with like, you know, 20
3 to 1, right? And imagine if you could run a report
4 and all of a sudden it populated with a hundred
5 doctors and filled them in on the grid.

6 Five of them have 10 Ripoff Reports. You
7 know, 30 of them have one Ripoff Report. And then
8 everybody is in the middle. So then you could pro --
9 hit a very specific targeted campaign towards people
10 who are blasted with Ripoff Reports. Dear Butcher --

11 MICHAEL ROBERTS: Mm.

12 ADAM ZUCKERMAN: -- you're about to lose your
13 medical license. Would you like us to remove some of
14 these things? Right? And then on, and on, and on.

15 The question is now who's gonna develop the
16 technology to figure out, instead of her having to
17 hunt and peck and list it herself. Right now she's
18 gotta hunt and peck and list it herself. We need to
19 make that more efficient. Okay?

20 So then we get to short-term CPA and
21 long-term CPA that's gonna be based on a six-month
22 cycle that's gonna tell us, on a drip campaign,
23 whether or not we increase, as the soup pool starts to
24 grow, what's the aging cycle. And what's the
25 top-of-mind awareness to where they convert into

1 business. We don't know that yet.

2 Okay. So on the organic side we have no idea
3 what's going on on the organic side because we haven't
4 yet started to play with that. Which will -- that
5 will happen next week. Meaning you're gonna jump in
6 on the leads that we've got coming in on this side and
7 everybody's gonna test close those.

8 And then we're gonna listen in on the leads
9 you have coming in on the organic side. We're gonna
10 help close those. Hopefully we get some high-profile
11 ones, medium-profile ones. And we start to get the
12 numbers tied in between organic and direct marketing,
13 at least where the Ripoff Report goes.

14 Then we have a new co -- a new opportunity
15 where, as Ryan -- I'll let him explain this -- his
16 side of it better. But now that we're seeing that
17 there are multiple -- what -- how do we sell this
18 approach? Meaning the person gets on the phone and do
19 we hit them for \$5,000? That's a price point
20 someone's gotta really think about. Okay?

21 Or do we hit them for like a 995 and say,
22 Look, let's not talk about your entire reputation
23 issue right now. There's probably a lot of things
24 that might be out there that you want to get rid of,
25 or things you want to enhance to make your reputation

1 better. That's part of a more in-depth analysis.

2 How about we just establish a trust
3 relationship right now and do what we say we're gonna
4 do? Let's take one of your worst reports off for 995.
5 And when we're done we're gonna call you, show you the
6 results, and then we're gonna talk to you about what
7 the next step is.

8 What would the next step be? The next step
9 is we do an analysis, for 495 or whatever it might be,
10 and we're gonna come back to you in 48 hours and we're
11 gonna show you everywhere that you're getting
12 hammered. Okay?

13 We're gonna give you a proposal to get rid of
14 all of it. And if you want to do that we'll get rid
15 of all of it -- which he'll talk to you about what
16 that is. And then if you don't, we can do *à la carte*.
17 And you can start checking off what you want to get
18 rid off.

19 RYAN PAGE: Yeah. Is what I was thinking is
20 I was thinking like, like, you know, we can move to
21 more of an up-sale-type program where, if we get all
22 these leads in the idea is that we want to have, you
23 know, we want to have our close ratio as high as
24 possible with these people and on as few calls as
25 possible. Like, you know, never want anything that

1 goes longer than two or three phone calls.

2 And, and there shouldn't be much resistance
3 to buying, especially at our price. Because this, you
4 know, if we can make this a -- as our entry drive
5 people will come in, see a quick result. Then they
6 turn around and say, Okay, that, that worked out
7 really good.

8 Then, you know, then they turn around and
9 you're, you're primed. They've already got a good
10 result. Now you can start talking to them about the
11 ongoing things where we can create like an on, an
12 ongoing drip.

13 KIRK McMAHAN: I, I thought we replaced all
14 the -- I thought it was replacing the negative with
15 the positive and pushing the negatives down into
16 oblivion. I didn't think we could --

17 ADAM ZUCKERMAN: No.

18 KIRK McMAHAN: -- hit like a sniper.

19 ADAM ZUCKERMAN: No. That's what you're
20 selling against. Okay?

21 KIRK McMAHAN: Okay.

22 ADAM ZUCKERMAN: When, when, when the
23 customer gets on the phone and says, You know what?
24 Five people have called me about this.

25 Well, you know what? All five of those

1 people don't do what we do. You need to read some
2 information about who we are. We're one of the few
3 companies, if not the only company in the country or
4 in the world -- however you want to spin this, I'm
5 just going off the cuff -- who actually has the
6 technology, and will remove -- and, and will make
7 it --

8 MICHAEL ROBERTS: And human capital.

9 ADAM ZUCKERMAN: And the human capital to
10 make this problem disappear.

11 MICHAEL ROBERTS: Well --

12 ADAM ZUCKERMAN: Everyone you're talking to
13 is gonna shout over your problem. And the way that
14 Google works -- you can go into the explanation --
15 it's never gonna work.

16 MICHAEL ROBERTS: Uh-huh.

17 ADAM ZUCKERMAN: Okay?

18 MICHAEL ROBERTS: By don't say "disappear."
19 Because the magic number is --

20 ADAM ZUCKERMAN: Yeah, don't get into --

21 MICHAEL ROBERTS: The magic number is 128 or
22 lower.

23 ADAM ZUCKERMAN: Forget -- you're getting
24 him -- you're getting too complicated.

25 MICHAEL ROBERTS: Page 12. Page 12.

1 ADAM ZUCKERMAN: You, you guys can sit for --

2 (Inaudible - speakers talking over one another.)

3 ADAM ZUCKERMAN: -- four hours and talk about
4 those details. The differentiating factor is? Is we
5 get it to go away -- however you want to call it,
6 disappear -- rather than shout over it. Okay?

7 So everybody else is trying to create
8 positive stuff to go over the top of it? We want to
9 get it to go away. So that, you know. And then, and
10 the positive stuff can be there or be -- or not be
11 there.

12 SPEAKER UNKNOWN: Yeah --

13 (Inaudible - speakers talking over one another.)

14 MICHAEL ROBERTS: They used (inaudible.)

15 SPEAKER UNKNOWN: (Inaudible.)

16 SPEAKER UNKNOWN: Okay.

17 RYAN PAGE: So, all right? We remove the
18 cancer and then we ha -- and then -- you know, but
19 it's not to say those services don't help. The
20 problem is is that you're get -- they're selling you a
21 long-term solution when you have a short-term pain.

22 We go in and we address the pa -- that
23 immediate pain, and then we have other solutions. One
24 is we sell you -- you know. Once we've taken care of
25 that, we can sell you an analysis. Do you want to see

1 how your reputation is doing online? It's, again,
2 it's a small up-sell, just to profit from some of the
3 (inaudible) success.

4 The next step is like, Look at, you know --
5 because I like to give people an option, because
6 they -- you know. Then if they say, Well, that's -- I
7 can't spend \$5,000 a month for the next year.

8 That's okay. Well, we can offer less. You
9 know? So we'll take away -- you know, so you start
10 taking away value rather than taking (inaudible) and
11 dropping prices. And then if people say, Well, I
12 really want all that value, then, Well, that's our
13 prices.

14 So the idea would be that, you know, maybe
15 the ultimate package for these people -- and again,
16 these are professionals -- is that we want to have
17 them in a package where on a monthly basis we are
18 cleaning up negative things on the report to whatever
19 degree possible, and we're helping build positive
20 stuff out there.

21 So it's a removal and building campaign
22 where, you know, where there's not like -- it's not
23 like we're saying, Hey, we removed three pages a
24 month. We're just --

25 ADAM ZUCKERMAN: On the board the other day,

1 Ry -- or just a couple hours ago, Ryan put on here
2 first thing we want to do is we want to
3 (inaudible) proof --

4 SPEAKER UNKNOWN: Mm.

5 ADAM ZUCKERMAN: -- build a trusting
6 relationship. Once that's in place we want to go to
7 step 1 or 2, whatever you want to do. I call it zero.
8 We want to analyze your problem completely. Provide
9 you with a proposal. Then we want to sanitize. Then
10 we want to build. Okay?

11 So first is to prove that we can actually do
12 what we say we're gonna do. Then we want to analyze
13 your problem. Then we want to sanitize you. And then
14 we want to build you up.

15 So the SEO and all the positive stuff, that's
16 part of positive reputation building. Which is all
17 great. And we're gonna claim that we are better than
18 anybody else out there at doing that.

19 But everybody likes to do that. But they're
20 doing it not for the purpose of getting good press,
21 they're doing it to hopefully have what they put out
22 there suffocate the negative stuff. And it doesn't
23 work.

24 SPEAKER UNKNOWN: And I didn't do, um,
25 Michael's guy, Nick? But I did ReputationDefender.

1 And I paid for them. And they put out positive PR and
2 everything else. It doesn't even rank on the first
3 five pages of Google.

4 KIRK McMAHAN: Five pages it doesn't?

5 DARREN MEADE: No.

6 ADAM ZUCKERMAN: Because -- you're late to
7 the party and you can learn about this later. But the
8 pitch is is that, and what would be nice is if we can
9 tie in somehow the concept or a trademark value
10 derivative of our proprietary --

11 PAUL PORTELLI: Technology.

12 ADAM ZUCKERMAN: -- algo -- no. Our -- if
13 you can get through someone's head? Google has a
14 humility algorithm. If you can get it through the
15 customer's head that the Evil Emperor has design for
16 its own profits.

17 MICHAEL ROBERTS: (Inaudible.)

18 ADAM ZUCKERMAN: Okay? The ability --

19 SPEAKER UNKNOWN: Uh-huh.

20 ADAM ZUCKERMAN: -- to have one person say
21 something negative about you and have it outrank a
22 hundred people saying something positive about you.
23 Do you believe Google's capable of that, sir?

24 Oh, absolutely.

25 Well --



1 MICHAEL ROBERTS: That's a good point.

2 ADAM ZUCKERMAN: -- let me prove to you that
3 they are. Okay? Now, knowing that all the people
4 that are out there say that they're gonna create
5 positive things about you, knowing that Google's
6 systems are designed to promote the negative press,
7 what's gonna happen? Nothing.

8 So don't waste your money or your time.
9 Let's get rid of the negative stuff. Regardless of
10 whether there's positive stuff about you or not.

11 MICHAEL ROBERTS: Right.

12 ADAM ZUCKERMAN: Better there should be
13 nothing about you than one thing negative.

14 MICHAEL ROBERTS: And I can give a quick
15 pitch to explain from 30,000 -- or 60,000 feet what
16 actually happens in practice so you can tell -- pitch
17 it as, as it comes naturally, so.

18 ADAM ZUCKERMAN: And a great --

19 SPEAKER UNKNOWN: And I'm the reference of
20 ReputationDefender versus --

21 ADAM ZUCKERMAN: And a, and --

22 (Inaudible - speakers talking over one another.)

23 ADAM ZUCKERMAN: And a great --

24 (Inaudible - speakers talking over one another.)

25 ADAM ZUCKERMAN: And a great marketing --

1 next marketing campaign, a terrific marketing
2 campaign. If you could actually write -- if you
3 haven't already -- a very succinct and powerful piece
4 that's on the website about why Google's humility --

5 MICHAEL ROBERTS: I've got it.

6 ADAM ZUCKERMAN: -- algorithm.

7 SPEAKER UNKNOWN: Yeah.

8 MICHAEL ROBERTS: Yeah, got it. 

9 ADAM ZUCKERMAN: Now, if it's already
10 there -- I'm -- I haven't even read it. But if it's
11 there, create a campaign next around it that goes to
12 all these people that says why your reputation's being
13 destroyed, and how to protect against it. Okay?

14 Think about *The E-Myth*, which was so popular
15 as a book. What is the, what's the title of *The*
16 *E-Myth? Why Most Small Businesses Fail and What to Do*
17 *About It*. Right? So why your reputa -- how your
18 reputation's being destroyed, and what to do about it.

19 RYAN PAGE: No, no. You know what we need to
20 do with that? Is rather than doing that, because
21 these are, these are lists that we're just gleaning.
22 You know, so we don't want to spam too much because we
23 could lose our --

24 SPEAKER UNKNOWN: Yeah.

25 RYAN PAGE: -- ability to email. But you

1 know what would be awesome, Craig? Is to hit like
2 the, the XBanker and DCS client list, all those small
3 businesses. I mean, you have a lot of bust outs in
4 it, but again, you got 20, 30 thousand names.

5 KIRK McMAHAN: Yeah.

6 RYAN PAGE: That you can just send out. I
7 mean, one respect, you know, we can, we can filter
8 them, but there's, you know, there's always, there's
9 always somebody in there.

10 ADAM ZUCKERMAN: What if we could get an auto
11 bot that would just take all 20 or 30 thousand names
12 and immediately put them on the Ripoff Report? Then
13 send them.

14 MICHAEL ROBERTS: No no no no no no no no no
15 no.

16 SPEAKER UNKNOWN: No.

17 KIRK McMAHAN: Oh, I -- that thought went
18 through my head on Monday when I first learned
19 anything about Rexxfield.

20 MICHAEL ROBERTS: But you went through,
21 right? And just kept on going.

22 KIRK McMAHAN: I'm like, Well hey, if we ever
23 run out of people.


24 (Multiple speakers laughing.)

25 SPEAKER UNKNOWN: So --

1 RYAN PAGE: You don't have anything on the
2 Ripoff Report? Refresh your browser.

3 (Multiple speakers laughing.)


4 ADAM ZUCKERMAN: I told you -- didn't I tell
5 you how fast that could happen? Try to get that off
6 now.

7 RYAN PAGE: Well, let me ask you a question.
8 Can -- with the process that removes, can you reverse
9 it? 

10 MICHAEL ROBERTS: No. Well, uh, yeah. Yeah,
11 we could. Yeah.

12 RYAN PAGE: So you can say you have the power
13 to -- we have the power to take away and to bring it
14 back?

15 MICHAEL ROBERTS: Yeah. 

16 ADAM ZUCKERMAN: I love the ransom scenario.
17 It's nine ninety-five -- 

18 MICHAEL ROBERTS: It would actually be --

19 ADAM ZUCKERMAN: -- and you get to pay
20 125 bucks a month or it comes back times 5.

21 (Multiple speakers laughing.)

22 MICHAEL ROBERTS: Or 7, right?

23 CHRISTYNE IRELAND: Yeah, make you pay --

24 SPEAKER UNKNOWN: Yeah.

25 CHRISTYNE IRELAND: If you default on your

1 payment it comes back.


2 KIRK McMAHAN: That's a nice clause in the
3 contract.

4 MICHAEL ROBERTS:  Well, yeah, um.

5 PAUL PORTELLI: Can't do that.

6 MICHAEL ROBERTS: (Inaudible) because I was
7 thinking because of --

8 CHRISTYNE IRELAND: Why?

9 MICHAEL ROBERTS: Because of the -- well, no,
10 no. Because of the, um, the high, the high rate? If
11 they -- you can tell they really want it but they
12 can't afford it, um.  I mean, we could conceivably,
13 because they cost us almost nothing, we could
14 conceivably --

15 ADAM ZUCKERMAN: We could take it --

16 MICHAEL ROBERTS: -- finance it.

17 ADAM ZUCKERMAN: We could take it down --


18 (Inaudible - speakers talking over one another.)

19 ADAM ZUCKERMAN: -- and we could finance it.

20 And say, As long as you -- we don't send you to
21 collections.

22 MICHAEL ROBERTS: Yeah. We don't need to.

23 ADAM ZUCKERMAN: We don't, we don't come
24 after you legally. We just take our finger off the
25 button.

1 MICHAEL ROBERTS: Yeah. We're holding the
2 keys. 

3 CHRISTYNE IRELAND: Yeah. There's a
4 doctor --

5 MICHAEL ROBERTS: We're holding --

6 CHRISTYNE IRELAND: -- in Chicago who, as far
7 as I can tell by the Ripoff Reports, who has
8 collected --

9 MICHAEL ROBERTS: What's their name?

10 CHRISTYNE IRELAND: -- about 50 grand and not
11 delivered services on it.

12 SPEAKER UNKNOWN: Yeah.

13 MICHAEL ROBERTS: Was it P --

14 CHRISTYNE IRELAND: So he can probably afford
15 it.

16 MICHAEL ROBERTS: (Inaudible)?

17 CHRISTYNE IRELAND: Unless there's a gambling
18 problem.

19 ADAM ZUCKERMAN: So, without having a long,
20 laborious lebate on -- debate on Friday --

21 (Inaudible - speakers talking over one another.)

22 ADAM ZUCKERMAN: Um, I think a targeted
23 campaign --

24 (Inaudible - speakers talking over one another.)

25 ADAM ZUCKERMAN: Now, I don't know to what

1 extent we can play this off. But I would love to run
2 a campaign, I'd love to run a undermine -- an
3 underground campaign to people that basically says,
4 Google's destroying your reputation. Find out why.

5 MICHAEL ROBERTS: Yeah. And we -- humility
6 algorithm, we come up. It could be a third -- you
7 know, just a blogger talking about this humility
8 algorithm. It'll come -- bring them straight in.

9 ADAM ZUCKERMAN: Well, what will be great is
10 to send a campaign out. You know? I mean literally,
11 you know, what if you could say, you know, Facebook
12 and Google -- your popularity is destroying your
13 reputation.

14 RYAN PAGE: You know what we ought to do is a
15 Facebook ad where you can just do a Facebook ad and
16 say, you know, Is Google out to destroy your
17 reputation?

18 I mean, there are Facebook ads, like what
19 we're doing for our Progenex stuff? I mean, pennies
20 for hun -- like hundreds of thousands of impressions.

21 MICHAEL ROBERTS: Hm.

22 RYAN PAGE: It would be just, just a trader
23 warehouse. I mean, you're gonna have, you know,
24 people all across the board. But you can start
25 trading on stuff from the side --

1 (Inaudible - speakers talking over one another.)

2 ADAM ZUCKERMAN: I love the, Is Google out to
3 destroy your reputation? With a subtitle.

4 MICHAEL ROBERTS: No, Have you been Google
5 Doo'd?

6 ADAM ZUCKERMAN: (Inaudible) -- huh?

7 MICHAEL ROBERTS: Have you been Google Doo'd
8 on? Did somebody Google doo on you? It's like Google
9 poop. Doggy doo? Google doo.

10 ADAM ZUCKERMAN: Put that right next to
11 (inaudible.)

12 MICHAEL ROBERTS: No, I think it's wonderful.

13 ADAM ZUCKERMAN: Okay.

14 MICHAEL ROBERTS: I've got the domain.

15 ADAM ZUCKERMAN: It took you three times for
16 me to, for me to understand what you were just telling
17 me.

18 MICHAEL ROBERTS: That's -- and I knew that.
19 That's why I said it three times.

20 ADAM ZUCKERMAN: Oh, good. Well, say it
21 three times in a marketing campaign it's gonna be
22 three times as expensive.

23 (Multiple speakers laughing.)

24 ADAM ZUCKERMAN: So, so that translates to,
25 You've been shit on by Google.

1 MICHAEL ROBERTS: Yeah.
2 ADAM ZUCKERMAN: What to do about it?
3 MICHAEL ROBERTS: Yeah.
4 ADAM ZUCKERMAN: Well, let's send that out.
5 I understood that.
6 MICHAEL ROBERTS: Google scat.
7 ADAM ZUCKERMAN: Yeah.
8 SPEAKER UNKNOWN: Google (inaudible.)
9 KIRK McMAHAN: We don't need any bags or
10 bottles in this one.
11 ADAM ZUCKERMAN: No. Um.
12 SPEAKER UNKNOWN: (Inaudible.)
13 RYAN PAGE: That's the analysis, is the
14 x-ray.
15 ADAM ZUCKERMAN: Yeah. The x-ray, right.
16 RYAN PAGE: We had it on the XBanker site.
17 CHRISTYNE IRELAND: Wow.
18 MICHAEL ROBERTS: If we know a cartoonist we
19 get somebody to draw a dog with spots in -- the same
20 color as Google's, spots on its back, just crapping on
21 somebody sitting minding their own business, you know,
22 reading a book or something.
23 SPEAKER UNKNOWN: Cartoons are good.
24 MICHAEL ROBERTS: Have you been Google Doo'd?
25 I think it'll work. I really do.

1 ADAM ZUCKERMAN: You also have to translate a
2 lot of the terminology that you're used to in
3 Australia to English.

4 MICHAEL ROBERTS: Don't you say "doggy doo"
5 here?

6 SPEAKER UNKNOWN: No.

7 CHRISTYNE IRELAND: No.

8 MICHAEL ROBERTS: Really?

9 SPEAKER UNKNOWN: Yeah, I did when I was
10 four, I think.

11 (Multiple speakers laughing.)

12 SPEAKER UNKNOWN: When you were still
13 getting --

14 CHRISTYNE IRELAND: (Inaudible.)

15 SPEAKER UNKNOWN: -- your mouth washed out
16 with soap? I have not yet heard avery (phonetic)
17 dude.

18 MICHAEL ROBERTS: But --

19 ADAM ZUCKERMAN: I've heard avery shit
20 outside, but.

21 MICHAEL ROBERTS: I, I re -- I registered the
22 domain.

23 SPEAKER UNKNOWN: And pooh.


24 MICHAEL ROBERTS: Yeah. Google pooh.

25 CHRISTYNE IRELAND: (Inaudible) doo.

1 MICHAEL ROBERTS: Google pooh.

2 CHRISTYNE IRELAND: (Inaudible) commercial.

3 SPEAKER UNKNOWN: Yeah.

4 MICHAEL ROBERTS: But it actually looks
5 really good, Google doo, all the "o's." If you know
6 what I'm saying. 


7 ADAM ZUCKERMAN: So anyway, regardless, we'll
8 come up with a good marketing campaign to test. But I
9 like the idea of, The Evil Empire is out to destroy
10 you. And I love the idea of, The more popular you are
11 the more dangerous it is.

12 Um, and giving people the, the, the scare
13 tactic of, The more exposure you have on LinkedIn,
14 Facebook, Google, you know, *et cetera*, and Twitter,
15 the faster it is that your enemies are eventually
16 gonna attack you. And you're gonna lose. Because
17 Google makes it so that they can win.

18 And I think there's a whole 'nother
19 sub-campaign we've got, a tactic of write the parents.
20 You know? Send them a picture of their kid with a
21 gun, with a gun in his mouth. Google did it.

22 MICHAEL ROBERTS: Ooh.

23 ADAM ZUCKERMAN: What?

24 MICHAEL ROBERTS: Maybe we can use a 
25 different brand for that. Like registered in,

1 somewhere.

2 PAUL PORTELLI: South Africa.

3 MICHAEL ROBERTS: Galapagos Islands or
4 something.

5 (Inaudible - speakers talking over one another.)

6 ADAM ZUCKERMAN: Little Johnny's unhappy.

7 MICHAEL ROBERTS: Yeah.

8 ADAM ZUCKERMAN: Google killed him.

9 RYAN PAGE: Google-Cide.

10 ADAM ZUCKERMAN: Google-Cide.

11 CHRISTYNE IRELAND: (Inaudible.)

12 MICHAEL ROBERTS: He committed Google-Cide,

13 yeah.  

14 ADAM ZUCKERMAN: Little Johnny's gonna commit
15 Google-Cide.

16 (Inaudible - speakers talking over one another.)

17 ADAM ZUCKERMAN: Can you stop it? Can, can
18 you help --

19 CHRISTYNE IRELAND: (Inaudible.)

20 ADAM ZUCKERMAN: Can you help little Johnny
21 before he commits Google-Cide?

22 RYAN PAGE: No, actually, actually say
23 Google-Cide is, Google-Cide is Google's attempt to
24 destroy your reputation.

25 ADAM ZUCKERMAN: You know, like homicide.

1 RYAN PAGE: Yeah. It's, it's -- or, or
2 they --

3 (Inaudible - speakers talking over one another.)

4 RYAN PAGE: You know, people used to just,
5 you know, used to just get bumped or whacked. Now you
6 get Google-Cide. You know? It's the new homicide.
7 Where they just destroy your reputation online, where
8 everybody lives and where you're -- where you, you
9 know, where you exist.

10 SPEAKER UNKNOWN: Right.

11 CHRISTYNE IRELAND: The site is worse than
12 identity theft.

13 SPEAKER UNKNOWN: I wonder if you can get
14 that domain. I bet you could.

15 RYAN PAGE: I, I guarantee you, you can get
16 it.

17 CHRISTYNE IRELAND: Google-Cide?

18 ADAM ZUCKERMAN: Now what would be best is?
19 Is to figure out why it is that, with all the hits
20 you're getting and all the (inaudible) you're getting,
21 you're de -- de-indexed.

22 MICHAEL ROBERTS: That's why I'm saying we
23 need a different brand for that one.

24 SPEAKER UNKNOWN: Yeah.

25 MICHAEL ROBERTS: Google doesn't smite. So.

1 KIRK McMAHAN: Yeah, I was kind of thinking,
2 be careful how much you really want to piss them off.

3 MICHAEL ROBERTS: Yeah. Yeah. Well, I
4 track. Every night we run a, a tra -- a track, all
5 the key words that we ran for? So if ever anything
6 drops down, the -- at that point, you know, you need
7 to make a big fuss. Look what they're doing because
8 we're doing this.

9 RYAN PAGE: You're kidding me.

10 ADAM ZUCKERMAN: What?

11 MICHAEL ROBERTS: Taken?

12 RYAN PAGE: Google-Cide is taken.

13 MICHAEL ROBERTS: Maybe with -- maybe their
14 PR people did it.

15 RYAN PAGE: Well, and in fact it has, uh.

16 MICHAEL ROBERTS: Who owns it?

17 RYAN PAGE: I'm trying to see.

18 MICHAEL ROBERTS: Google, Inc.? That ad in
19 itself would tell you something.

20 RYAN PAGE: John Melisman in Minnesota.

21 PAUL PORTELLI: Is it just parked or is it an
22 actual website with relevant content?

23 RYAN PAGE: I don't see. I mean the guy, the
24 guy put it in his own name.

25 MICHAEL ROBERTS: Google homicide?

1 RYAN PAGE: Maybe it's a 403, so there's
2 nothing there.

3 MICHAEL ROBERTS: If you, if you did --

4 RYAN PAGE: I mean there would be no
5 trademark there or anything.

6 MICHAEL ROBERTS: If you did the idea -- the
7 association with the Google doo. And, and the poop
8 would just be a Google-colored poop on the ground.

9 SPEAKER UNKNOWN: You guys continue for a
10 second. I gotta call Scott Reid. He's calling me.
11 (Inaudible.)

12 ADAM ZUCKERMAN: Anyway, that's all I wanted
13 to talk about. If you guys want to breeze a little
14 bit.

15 RYAN PAGE: So Paul, there's a couple things
16 I need, um, if you can do this weekend or when you
17 have a chance. Is I'd like to know if -- how many --
18 like how many doctors, surgeons, you know. You know,
19 I'd like to see categories. Maybe just what, like
20 what we can find on Ripoff Report?

21 MICHAEL ROBERTS: Yeah. I have an index of
22 them all.

23 RYAN PAGE: Yeah. So if you can just give me
24 the number. I just want -- you know, like, um, you
25 know. So, so our doctors and surgeons, and then

1 dentists and orthodontists.

2 PAUL PORTELLI: For the whole study? How
3 many --

4 RYAN PAGE: I just need to get an idea of
5 what we can kinda, look at what we can (inaudible) on.

6 KIRK McMAHAN: Chi -- chiropractors are good,
7 too.

8 RYAN PAGE: Yeah.

9 KIRK McMAHAN: Not, not as good as doctors,
10 but still pretty good.

11 CHRISTYNE IRELAND: Mechanics.

12 RYAN PAGE: Basically I want, I want to
13 hit -- yeah, but I'm not -- I want, I want to hit
14 first people who have the highest propensity to pay,
15 and --

16 (Inaudible - speakers talking over one another.)

17 SPEAKER UNKNOWN: Accountants, lawyers.

18 (Inaudible - speakers talking over one another.)

19 CHRISTYNE IRELAND: (Inaudible) lawyers.

20 RYAN PAGE: You guys are, you're cutting me
21 off, so let me -- just shut up and let me go through
22 my phrase. And then you can get the stuff I missed
23 off.

24 So I want to hit my health care professionals
25 first. Then I want to know the numbers on lawyers.

1 And then CPAs. And that's what I want for right now.
2 You know? And then if they have something broader
3 it's like small businesses. But I just think our, um.
4 I just think our, um, professionals should be the
5 first one to get.

6 And I just need to know like what our decibel
7 market is and then we can figure out, you know, how we
8 best want to, um, how we best want to adjust
9 (inaudible.)

10 PAUL PORTELLI: Okay.

11 RYAN PAGE: And then --

12 MICHAEL ROBERTS: When you're ready.

13 RYAN PAGE: Okay, go ahead.

14 MICHAEL ROBERTS: In a nutshell, the, the
15 thing that, when I started measuring this stuff, I
16 mean, maybe two years ago, I noticed that positions 3
17 and 4 were almost always a gripe site. Ripoff Report,
18 Complaintsboard.com, Scam.com, stuff like that.
19 Almost always 3 and 4. When, when they did actually
20 appear. Some people have a clean record, there's no
21 problem.

22 But nobodies didn't really have that problem.
23 It was, you know, people that had a fairly significant
24 Google presence. So I started tracking it. I have an
25 application that actually tracks it every time I run

1 the report.

2 And the 3 and the 4, the negative stuff --
3 and they're basically in red, these flat-line ones?
4 They would maybe jump between 3 and 4, but pretty much
5 stay at 3 and 4. Whereas everything else would be all
6 over the place. Sometimes down to 15, back up to 7.
7 And that in itself says that, Hey, there's something,
8 there's something broken here. Or something fixed
9 actually probably more to the point.

10 Now, in May of this year the -- Google
11 changed its algorithm. And it was called the
12 "caffeine." Caffeine is the name they gave to this
13 algorithm update. And what happened is they now --
14 whereas in the past you were only allowed to have a
15 maximum of two listings on Google for your website.
16 You might see Rexxfield and then the indented one?
17 Services, Rexxfield services?

18 Now -- well, actually here you've got a
19 high-ranking site up to four places.

20 SPEAKER UNKNOWN: Yeah.

21 MICHAEL ROBERTS: (Inaudible) for certain key
22 words. Not always. So what this has meant, meant is
23 that the 3 and 4, what I call the "humility slots,"
24 sometimes can be as low as 5 and 6, maybe 6 and 7
25 even.

1 It's, it's been -- it's actually a lot more
2 random and it's harder to visually see right now, but
3 it's still there. And it took me a while to work it
4 out. But once I started compensating for the extra
5 allowance, given like you might get one site with 3
6 and another with 2, whereas before it would only been
7 2 and 2 or whatever. It's still, it's still in this
8 range.

9 But the next page, if this was page 2?
10 Position 1 on page 2 is -- appears to be a fairly
11 regular humility slot. So positions 3 through 6,
12 page 1 -- they're not always. It could be any one of
13 those, or usually two. But they kind of want -- they
14 seem to want two on page 1 and usually one on page 2.
15 More to the top. So there's still a pattern there.

16 So don't ever say, We make it dis --
17 disappear. Say, Effectively disappear, sure.

18 RYAN PAGE: Yeah, we indicate -- I mean,
19 basically talking to these people it's like, Look at,
20 like how, how often do you search beyond the first
21 page of Google?

22 PAUL PORTELLI: "Disappear" shouldn't be
23 used --

24 MICHAEL ROBERTS: Ever, yeah.

25 PAUL PORTELLI: At all? The -- it should

1 be -- really I think the way that it should be
2 explained --

3 (Inaudible - speakers talking over one another.)

4 PAUL PORTELLI: It will gradually drop off.
5 Within a week it'll be below a hundred. That's our
6 guarantee. It'll be below --

7 MICHAEL ROBERTS: Well, I, I say 60.

8 PAUL PORTELLI: -- a hundred results. Okay,
9 60.

10 MICHAEL ROBERTS: Yeah.

11 PAUL PORTELLI: And then it will continue to
12 gradually drop off, until it's virtually impossible --
13 don't use the word "impossible" though, because if it
14 doesn't get below then you might have a problem with
15 the --

16 MICHAEL ROBERTS: Effectively, or --

17 SPEAKER UNKNOWN: So --

18 MICHAEL ROBERTS: -- for all intents and
19 purposes.

20 PAUL PORTELLI: There are gonna be certain
21 key words that you don't want to use, though.

22 RYAN PAGE: I know, I know, but --

23 PAUL PORTELLI: Like --

24 RYAN PAGE: And, and believe me on this, like
25 there's part of it like in terms of a sales process

1 where you're always gonna have, you know, there's
2 gonna be a little bit of give and take on the
3 language.

4 I mean, you try to put all the stuff in
5 place. Like you -- we've had, we've had sales process
6 where we've had people like, Look, you can never say,
7 I guarantee this. And you knew, you listened to every
8 single call, that no rep ever, ever said "guarantee"
9 on it.

10 And you have the one customer who's ticked
11 off who's gonna say, They told me, they guaranteed
12 that you can get me a hundred thousand dollars.

13 And like, No, we didn't. Because I listened
14 to every call and we have it all recorded. I can
15 listen to your calls right now.

16 PAUL PORTELLI: Uh-huh.

17 RYAN PAGE: So, I mean, so part of that is is
18 that, yes, you need to be careful on the language and
19 other things like that. And -- but I don't want you
20 guys to get like, you know, really bent out of shape
21 if you -- if it comes back. I mean, part of -- it's
22 just -- it's sometimes cheaper just to --

23 (Inaudible - speakers talking over one another.)

24 PAUL PORTELLI: -- not to say "disappear"
25 or --

1 MICHAEL ROBERTS: Yeah, hang -- just hang on
2 a second. I'm, I'm, I'm more worried about Ripoff
3 Report, something getting back to there. Because, you
4 know, with one and-a-half million pages, um, if they
5 ran, ran a, a change, like a purge of all the file
6 names and changed them to something else?

7 See, Google is based on the actual page
8 itself. So all the stuff that we do on the outside to
9 persuade Google that, You don't want to look at this.
10 You don't want this. And this is all, you know, all
11 over the place.

12 All of a sudden we're pointing at nothing.
13 And, and they just rename all their pages. Now, that
14 would throw their, their own Google index out for
15 months.

16 PAUL PORTELLI: Right. Because you gotta
17 keep in mind that Ripoff Report, obviously they're
18 making all -- they're gonna come off of AdWords,
19 right?

20 SPEAKER UNKNOWN: Yeah.

21 SPEAKER UNKNOWN: So you, you don't want them
22 to get wind that now they're -- they have -- because
23 they think they've got --

24 RYAN PAGE: Look --

25 PAUL PORTELLI: -- just a profit, a profit.

1 RYAN PAGE: Look, the way, the way, the way
2 that we'll talk about it is by simply saying, Look,
3 Google has a humility algorithm. It places negative
4 content in your first line of sight before the page
5 break when you look on a web, web page. Which is your
6 first five or six listings.

7 Below that you have to scroll down, and you
8 monitor. That's called page 1.

9 PAUL PORTELLI: Uh-huh.

10 RYAN PAGE: And anything on page 1 is gonna
11 hurt you. The higher to the top, the worst. Page 2
12 hurts less. Page 3 even less. And then you get down
13 to page 4, 5, and 6 and you get to the point where
14 somebody doesn't know what they're looking for, or --

15 PAUL PORTELLI: You've already refined --

16 RYAN PAGE: -- or they're just a nut who's
17 just gonna search.

18 PAUL PORTELLI: Yeah.

19 (Inaudible - speakers talking over one another.)

20 RYAN PAGE: We call that "Google oblivion."
21 And so it's like --

22 PAUL PORTELLI: Right.

23 RYAN PAGE: You just, you just -- everybody
24 knows.

25 MICHAEL ROBERTS: Like the ghetto. The

1 Google ghetto.

2 RYAN PAGE: The Google ghetto.

3 MICHAEL ROBERTS: Yeah.

4 RYAN PAGE: Yeah. That's a -- that's all we
5 have to say is like, Look, this stuff's on your front
6 pa -- we're looking at people who have, you know,
7 primarily on the first page? Like there's zero value
8 proposition.

9 Like, you know, like when our, you know, our
10 Ripoff Report for Progenex? Was on like page 5. You
11 know. So if you came to me and said, Hey, you know,
12 we'll charge you a thousand dollars to remove your
13 Ripoff Report?

14 I'd say --

15 (Inaudible - speakers talking over one another.)

16 PAUL PORTELLI: Another reason for being
17 careful about how it's phrased is because within the
18 first week or two they -- we have to be careful to say
19 that if they searched for their name plus Ripoff, that
20 it may show up in the results, right? Within the
21 first -- until it's gradually so far gone that it
22 won't even come up in the first page or second page of
23 that.

24 CHRISTYNE IRELAND: Well, if you add Ripoff
25 in the search you can pull it up on purpose.

1 (Inaudible - speakers talking over one another.)

2 PAUL PORTELLI: Well, it just depends on how,
3 it just depends on how the system is run. Look,
4 we'll --

5 CHRISTYNE IRELAND: Just from the experience
6 that I've had from all the entries that I did in the
7 last couple days? I have to say that it seems like
8 the majority of the Ripoff Reports -- not necessarily
9 other complaint forums but specifically --

10 SPEAKER UNKNOWN: Yeah.

11 CHRISTYNE IRELAND: -- Ripoff Report -- shows
12 up standardly between 9 and 36.

13 MICHAEL ROBERTS: The position?

14 CHRISTYNE IRELAND: Yes.

15 MICHAEL ROBERTS: Okay.

16 CHRISTYNE IRELAND: There was a few today
17 that were actually 1 and 2 position.

18 MICHAEL ROBERTS: Uh-huh.

19 CHRISTYNE IRELAND: Um, but standardly it
20 seems like it's between 9 and 36.

21 MICHAEL ROBERTS: Okay. And did you see any,
22 um, if they're --

23 CHRISTYNE IRELAND: And there were some that
24 were just pushed completely --

25 RYAN PAGE: See, I wouldn't even, I wouldn't

1 even go three pages deep when you're skimming for
2 leads. (Inaudible.)

3 CHRISTYNE IRELAND: Well, he has me set up
4 for a hundred.

5 (Inaudible - speakers talking over one another.)

6 CHRISTYNE IRELAND: A hundred entries. A
7 hundred ranks.

8 MICHAEL ROBERTS: Oh. Well, you're, you're
9 doing --

10 CHRISTYNE IRELAND: Yes.

11 MICHAEL ROBERTS: -- the full page.

12 CHRISTYNE IRELAND: Uh-huh.

13 MICHAEL ROBERTS: What she's doing is a
14 control command find to find where it is.

15 SPEAKER UNKNOWN: So in the first hundred?

16 MICHAEL ROBERTS: (Inaudible) it's easier to
17 find it.

18 SPEAKER UNKNOWN: That's how we --

19 (Inaudible - speakers talking over one another.)

20 RYAN PAGE: But in terms of the people we hit
21 in our --

22 (Inaudible - speakers talking over one another.)

23 RYAN PAGE: But in terms of the people we hit
24 in our database? Because if you're telling me that
25 we -- we're hitting -- part of that 73 is that we're

1 hitting people that have a Ripoff Report that's like
2 five pages deep?

3 MICHAEL ROBERTS: It's even better. Can --

4 RYAN PAGE: Then that number is even better.

5 MICHAEL ROBERTS: But here's the deal. They
6 have to look anyway. They have to search anyway to
7 see where it is. So do we just, after running the
8 search do we still copy it in and then move on?
9 Because some of them are new and they're working their
10 way up.

11 RYAN PAGE: Oh, that's true. Yeah, I guess
12 the thing is is that they know it's there --

13 CHRISTYNE IRELAND: Just so you guys know.

14 RYAN PAGE: -- they know either way.

15 CHRISTYNE IRELAND: On -- if you're looking
16 at the same thing that I set up? The first ranking
17 number is its number as it's ranked in the Ripoff
18 Report summary of all the reports for plastic
19 surgeons.

20 The second ranking number is where it ranks
21 on their Google search per that doctor or firm,
22 whatever it is.

23 MICHAEL ROBERTS: Now, you're searching for
24 the doctor's name and the clinic's name too; is that
25 right?

1 PAUL PORTELLI: That's what --

2 CHRISTYNE IRELAND: Depending on what's
3 primarily listed.

4 MICHAEL ROBERTS: Okay.

5 CHRISTYNE IRELAND: Yeah.

6 PAUL PORTELLI: Okay, so wait. I didn't even
7 know this. The ranking that you're giving it, the two
8 ranking boxes that I have?

9 CHRISTYNE IRELAND: Uh-huh.

10 PAUL PORTELLI: One is below the clinic name
11 or business name, the other one is below the doctor's
12 name or the person's name. You mean that the ranking
13 that you --

14 CHRISTYNE IRELAND: They're actually, they're
15 above and below.

16 PAUL PORTELLI: Okay.

17 CHRISTYNE IRELAND: Yeah.

18 PAUL PORTELLI: So the, the ranking in the
19 first rank box --

20 CHRISTYNE IRELAND: The first ranking is how
21 it ranks within Ripoff Report.

22 PAUL PORTELLI: Uh-huh.

23 CHRISTYNE IRELAND: The second ranking is how
24 it ranks within the search from the URL?

25 PAUL PORTELLI: Yeah.

1 CHRISTYNE IRELAND: That I used to search --

2 PAUL PORTELLI: Yeah.

3 MICHAEL ROBERTS: The hundred --

4 CHRISTYNE IRELAND: -- for that doctor --

5 MICHAEL ROBERTS: The hundred (inaudible.)

6 CHRISTYNE IRELAND: -- or spa, or practice.

7 PAUL PORTELLI: So you understand that,

8 right? Do we need to, do we need to still --

9 MICHAEL ROBERTS: Probably don't --

10 SPEAKER UNKNOWN: -- (inaudible.)

11 MICHAEL ROBERTS: Yeah, we probably don't

12 really need to know where it's coming in Ripoff

13 Report, because in practice it's really the Google --

14 CHRISTYNE IRELAND: You guys (inaudible) the
15 box.

16 MICHAEL ROBERTS: Yeah, sorry.

17 PAUL PORTELLI: No, no, no. Well, I
18 apologize if that was confusing. But the, the way
19 that should have, that should be done? You should do
20 one search on the business name to find out the
21 ranking, or the clinic name to find out where it's at
22 in Google. And then do a separate search again for
23 the person's name or the doctor's name in Google.

24 SPEAKER UNKNOWN: That's what I thought.

25 PAUL PORTELLI: What we want to give, what we

1 want to give them is --

2 CHRISTYNE IRELAND: There's not always both
3 listed.

4 SPEAKER UNKNOWN: Yeah.

5 PAUL PORTELLI: Okay.

6 (Inaudible - speakers talking over one another.)

7 PAUL PORTELLI: And if that's the case just
8 put a dash or.

9 MICHAEL ROBERTS: Or blank, or.

10 PAUL PORTELLI: Blank is fine.

11 SPEAKER UNKNOWN: There's somebody --

12 (Inaudible - speakers talking over one another.)

13 PAUL PORTELLI: Sorry about that.

14 SPEAKER UNKNOWN: -- order some Progenex.

15 SPEAKER UNKNOWN: There's no one here?

16 SPEAKER UNKNOWN: Yeah.

17 SPEAKER UNKNOWN: (Inaudible.)

18 CHRISTYNE IRELAND: Because most of the time

19 what I'll do is I'll copy how it's listed on the

20 Ripoff Report and paste it in my search (inaudible.)

21 So if it says Dr. So-and-So at such-and-such spa --

22 MICHAEL ROBERTS: Well.

23 CHRISTYNE IRELAND: -- that's what I search
24 for.

25 MICHAEL ROBERTS: Okay. Yeah. Or, um.

1 CHRISTYNE IRELAND: Because if there's a
2 doctor that's specified, you mostly want to do it on
3 that.

4 (Inaudible - speakers talking over one another.)

5 RYAN PAGE: Hey, man. Hey, great job at the
6 throw down, man.

7 SPEAKER UNKNOWN: Oh, thanks.

8 (Inaudible - speakers talking over one another.)

9 CHRISTYNE IRELAND: And if somebody's going
10 to a new spa and --

11 (Inaudible - speakers talking over one another.)

12 CHRISTYNE IRELAND: -- and they're gonna
13 go --

14 (Inaudible - speakers talking over one another.)

15 CHRISTYNE IRELAND: -- listing on Ripoff
16 Report --

17 (Inaudible - speakers talking over one another.)

18 SPEAKER UNKNOWN: What about tomorrow, you
19 guys (inaudible)?

20 SPEAKER UNKNOWN: Now where at?

21 SPEAKER UNKNOWN: UTC tomorrow?

22 (Inaudible - speakers talking over one another.)

23 CHRISTYNE IRELAND: And they're like, Oh,
24 that doesn't concern me --

25 (Inaudible - speakers talking over one another.)

1 SPEAKER UNKNOWN: -- local.

2 (Inaudible - speakers talking over one another.)

3 MICHAEL ROBERTS: You, you might find they
4 have multiples, but.

5 CHRISTYNE IRELAND: Oh, yeah, there's
6 multiples.

7 MICHAEL ROBERTS: But, so you're actually
8 doing a compound search --

9 (Inaudible - speakers talking over one another.)

10 MICHAEL ROBERTS: You're doing a compound
11 search of their name and the clinic, right? The name
12 and the clinic?

13 CHRISTYNE IRELAND: Whatever's primarily
14 listed on --

15 MICHAEL ROBERTS: Okay.

16 CHRISTYNE IRELAND: -- the title of the
17 Ripoff Report is what I'm searching for.

18 MICHAEL ROBERTS: Okay, okay. From this
19 point forward --

20 (Audio cuts out at 35:22.)

21 (Audio resumes at 36:31.)

22 (Inaudible - speakers talking over one another.)

23 RYAN PAGE: It's like a ingrown like hair.
24 It's like a couple -- it's like right where my T-shirt
25 is when I work out.

1 CHRISTYNE IRELAND: Looks like spider bites.

2 MICHAEL ROBERTS: It does. That's what I was
3 thinking.

4 RYAN PAGE: Yeah, I was too.

5 CHRISTYNE IRELAND: Yeah. Some, some will do
6 like --

7 (Inaudible - speakers talking over one another.)

8 CHRISTYNE IRELAND: -- right next to each
9 other. Like fleas, you know, fleas will bite like
10 right next to each other.

11 (Inaudible - speakers talking over one another.)

12 MICHAEL ROBERTS: Mmm, tasty.

13 CHRISTYNE IRELAND: No, it looks more like
14 spider bites.

15 SPEAKER UNKNOWN: Ah.

16 SPEAKER UNKNOWN: Um --

17 RYAN PAGE: It could be, you know. It's
18 driving me nuts, but.

19 MICHAEL ROBERTS: But you are right, though.
20 There's gonna be, there's gonna be searches in there
21 that --

22 (Inaudible - speakers talking over one another.)

23 MICHAEL ROBERTS: -- they're, they're
24 probably not that worried about yet. It's on page 3
25 or 4.

1 RYAN PAGE: Yeah. But if they respond then
2 may -- then it's something they may have a
3 conversation about.

4 MICHAEL ROBERTS: But it tells me something
5 about their quality.

6 CHRISTYNE IRELAND: Well, the guy that called
7 in? He was funny. He actually has a lot of reports.

8 MICHAEL ROBERTS: Yeah.

9 CHRISTYNE IRELAND: He's like, Well, I had
10 one a couple years ago and it's pretty much gone.

11 I'm thinking, Dude. Like I saw three more
12 today on him after I talked to him.

13 (Inaudible - speakers talking over one another.)

14 RYAN PAGE: -- when you talk to somebody you
15 have to like, what you have to do is --

16 (Inaudible - speakers talking over one another.)

17 CHRISTYNE IRELAND: I didn't say that, but
18 yeah.

19 RYAN PAGE: But you do need, but you need to
20 be able to say, You know, I mean, maybe you might want
21 to search a little bit because, you know, there
22 actually are a lot. And if you're searching Google
23 while you're signed in you might not be seeing what
24 your customers see. Because at this search I found X,
25 Y, and Z, you know? And, um.

1 MICHAEL ROBERTS: The other thing is Google
2 will only maybe put one or two of them there. So if
3 one of them's disappeared it's because two worse ones
4 are out there.

5 CHRISTYNE IRELAND: Yeah. Well, and
6 sometimes, um, like there was a girl who posted a
7 report two times in one day. Like an hour apart she
8 posted the same report. But in the second report she
9 added the doctor's middle initial.

10 MICHAEL ROBERTS: Hmm.

11 CHRISTYNE IRELAND: Well, it shows up as two
12 reports.

13 MICHAEL ROBERTS: Hmm.

14 CHRISTYNE IRELAND: But then when you do a
15 search there's one.

16 MICHAEL ROBERTS: Uh-huh.

17 RYAN PAGE: Well, let's keep, let's keep
18 doing what we're doing there.

19 CHRISTYNE IRELAND: So, um.

20 RYAN PAGE: And Michael, if you can, um.

21 CHRISTYNE IRELAND: But I am, in the notes
22 section -- I mentioned this to Adam. In the notes
23 section down at the bottom of the sheet that I'm
24 working on? If there's postings from Scam.com,
25 Complaints Board, Ripoff Report, BBB --

1 MICHAEL ROBERTS: Uh-huh.

2 CHRISTYNE IRELAND: -- pending lawsuits,
3 anything like that, it'll have notes if there's a
4 bunch of them. Or it'll say multiple reports and a
5 bunch of stuff.

6 MICHAEL ROBERTS: Okay.

7 CHRISTYNE IRELAND: Because sometimes they'll
8 have like, um, Vitals.com, MD -- WebMD, like
9 Complaints Report.

10 MICHAEL ROBERTS: Mm.

11 CHRISTYNE IRELAND: Or Complaints Board,
12 Scam.com, before you even get to --

13 MICHAEL ROBERTS: The Ripoff Report.

14 CHRISTYNE IRELAND: -- the Ripoff Report.

15 MICHAEL ROBERTS: Yeah. And that's why --

16 CHRISTYNE IRELAND: So the ranking
17 technically for any negative is not accurate, because
18 I'm doing the ranking for the Ripoff Report.

19 MICHAEL ROBERTS: Based on that, yeah. And
20 that's --

21 CHRISTYNE IRELAND: Yeah.

22 MICHAEL ROBERTS: That's the question I was
23 gonna ask. Whenever you see them down further is it
24 because there's Scam and Complaints above?

25 SPEAKER UNKNOWN: Yeah, I suppose so.

1 MICHAEL ROBERTS: As long --

2 CHRISTYNE IRELAND: Sometimes, but sometimes
3 they're all mixed in. It seems like Complaints Board
4 actually very frequently writes just before Ripoff
5 Report.

6 MICHAEL ROBERTS: Okay.

7 CHRISTYNE IRELAND: Sometimes -- well, I
8 haven't seen that many Scam.coms, but they'll come in
9 before it too.

10 RYAN PAGE: Well, um, one of the things,
11 Michael, that, um, you know -- and Paul probably put
12 this in your minds ahead. Is, you know, around maybe
13 some concepts of how we might package some kind of a
14 product. Like, you know, some kind of analysis? You
15 know.

16 And a web analysis should be something that,
17 that Paul or someone that's trained could really, you
18 know, that we can say, Hey, why don't you do an
19 analysis on this client? And we'll figure out like a
20 template. And I know how to format those where it's
21 really easy to fulfill.

22 MICHAEL ROBERTS: Uh-huh.

23 RYAN PAGE: I mean, I used to have -- I've
24 had, I've had some that are like two-page reports or
25 three-page page reports. Ninety percent of it's a

1 template that's used going in there and pasting what
2 you find type thing.

3 MICHAEL ROBERTS: Mm.

4 RYAN PAGE: But where there might be some,
5 you know, there might be some stuff we can really show
6 them they can go, Wow, you guys found all this stuff
7 on me. Like I have 47 negative stuff in the first 50.
8 And so --

9 CHRISTYNE IRELAND: So it would be a
10 diagnostic?

11 RYAN PAGE: Yeah, we have some kind of --

12 CHRISTYNE IRELAND: Some kind of diagnostic?

13 RYAN PAGE: Yeah, some kind of diagnostic.
14 But it should be something that takes us, you know,
15 that a 15-to-20-dollar-an-hour employee could do in,
16 you know, 15 minutes.

17 PAUL PORTELLI: Well, what we'll do is we can
18 probably set up a, like a web app once --

19 (Inaudible - speakers talking over one another.)

20 RYAN PAGE: I'm not worried about --

21 (Inaudible - speakers talking over one another.)

22 PAUL PORTELLI: Not right now. That can be
23 something that can definitely be done in the future.

24 (Inaudible - speakers talking over one another.)

25 RYAN PAGE: Yeah.

1 PAUL PORTELLI: I'm not talking about right
2 now.

3 RYAN PAGE: Yeah, it'll be (inaudible.)
4 Right now I just want to know, like, you guys put some
5 ideas together. We'll -- we can, we can -- you and I
6 can -- we can discuss on Monday and kind flush out
7 like what it might look like?

8 PAUL PORTELLI: Yeah.

9 RYAN PAGE: But what this analysis might look
10 like. What kind of things you would put on there. So
11 that somebody sees it and says, Wow, I have a problem.

12 And when Kirk, he -- I, I laugh because we
13 had this idea of a Coke bottle. And what we did is
14 we, we had within XBanker it had a concept we called
15 the "business x-ray."

16 And what it was, it was one page, and it was
17 a snapshot of the things that, that you would find on
18 a credit report. Like, one, do they even have a D&B?
19 Do they have this? You know. We'd find like ten
20 things that were wrong with their business. Why
21 they'd get denied walking into a bank, regardless of
22 their credit score. You know?

23 So we'd show, Okay, well, your business phone
24 number that you gave me is actually a home phone
25 number in an apartment complex. You're not gonna get

1 financing.

2 You know, so the x-ray -- but it was one
3 page. It took us about 10 minutes to put together.
4 Charged a hundred bucks for it. And it led to our
5 sales calls. You know, because it gave you all the
6 data.

7 Um. Now, on the website we had a picture --
8 and I don't know where we found it -- but it was a, it
9 was basically a picture of a x-ray of a person and
10 there's a Coke bottle in them. So like basically a
11 Coke bottle is like through their rectum up into their
12 system.

13 And so -- I mean, it was Photoshopped in
14 there.

15 SPEAKER UNKNOWN: Right.

16 RYAN PAGE: So that's where, you know, Kirk
17 was like so, you know, he was so ticked. Take that
18 freakin' Coke bottle off the Web page.

19 Because the idea was like, You look healthy
20 but, you know, let me do the x-ray. And like, Oh,
21 you're, you're not healthy.

22 (Multiple speakers laughing.)

23 MICHAEL ROBERTS: I can't believe that.

24 RYAN PAGE: Yeah.

25 (Inaudible - speakers talking over one another.)

1 RYAN PAGE: So -- but that was the graphic
2 designer, who's a little more creative than I was. So
3 anyway, that's the Coke bottle reference.

4 But the i -- the concept was there. So on
5 this analysis, like it might be the reputation x-ray.

6 MICHAEL ROBERTS: Mm.

7 RYAN PAGE: Or, you know, or -- but that's
8 what you want to do, is you want to be able to show
9 somebody what the pain is. So --

10 SPEAKER UNKNOWN: Yeah.

11 RYAN PAGE: -- I just need your ideas --

12 PAUL PORTELLI: You know, Rep --
13 Reputation.com has like a similar type of deal, so
14 what we'll do is kind of --

15 RYAN PAGE: You just figure out what
16 (inaudible) there.

17 PAUL PORTELLI: Yeah.

18 RYAN PAGE: What kind of things we want to be
19 in there. And --

20 MICHAEL ROBERTS: Well, Tony, Tony can help
21 us with that, too.

22 RYAN PAGE: In terms of automating it or in
23 terms of?

24 MICHAEL ROBERTS: Well, helping us to kind of
25 work -- they, they really want to get us going because

1 we feed them so much in leads.

2 RYAN PAGE: Well, see, what I'm looking at
3 here is that when we get to the build? We're
4 essentially selling an ongoing monthly SE -- you know,
5 SEO-type solution.

6 MICHAEL ROBERTS: Yeah, but they're building
7 it now, and we can license it. I think we need to get
8 them here and work out how we can --

9 RYAN PAGE: Yeah.

10 MICHAEL ROBERTS: -- plug into them, and.
11 Because their (inaudible) so many people do that.
12 Like, you know, there's, there's SEO guys out there
13 that do that stuff where they'll plant bombs and then
14 sell the service and remove them. And, um.

15 PAUL PORTELLI: We already ran into one guy
16 that did a, kind of a reverse, a reverse of a
17 reputation campaign against a lady that -- it's a long
18 story. But the lady had hired this SEO company to do
19 a removal of a particular link on the, on the Web.

20 And somehow the company that she had hired
21 got upset with her, thought she was asking too many
22 questions or something, and they reversed it.

23 (Inaudible - speakers talking over one another.)

24 PAUL PORTELLI: All the techniques that they
25 use to assist their other customers, right? That

1 they're making money off of, I guess. They used that
2 against her and blasted her with just a ton of bad,
3 bad reports.

4 Her ranking immediately, like the thing that
5 she was trying to hide was back on the first page of
6 Google. She had Ripoff Report. She had just the
7 first three or four pages of Goggle was full of bad
8 crap. So, yeah, there's companies that would do that.

9 RYAN PAGE: So what we need to do is, um. So
10 if you think of these two areas -- like these three
11 areas: Analyze, sanitize, and then, you know, rep --
12 build or whatever you do.

13 You know, like on the sanitization, that
14 might be some of the things that we might do that
15 might involve, you know, lawyer letters, removal
16 letters. Um, you know, maybe it's using some of the
17 guys in India, some of the things that they might be
18 able to do. You know, whatever we would sell somebody
19 that we would fulfill.

20 We wouldn't necessarily tell anybody what
21 we're doing, but. We know we've got a lot of stuff
22 removed just by, okay, the girl from PitchEngine.
23 Hey, this article's kind of garbagey, will you take
24 this off?

25 Yeah, I'll take it off.

1 You know, so. There's things we can do to
2 sanitize people in those regards. Um, you know, I'm
3 sure you guys have more tricks up your sleeve in terms
4 of seeing what we can do without going on a full --
5 I'm not talking about the stuff we would do for
6 somebody who is a \$20,000-a-month client.

7 I just want to know what our, um, you know,
8 what kind of, what kind of solutions we can
9 potentially put, put together as offers.

10 MICHAEL ROBERTS: Yeah.

11 RYAN PAGE: And then the next one is gonna
12 be, um, what we can do for, um, um. For like the
13 build for like an SEO. Um, and what that package
14 might be.

15 So Michael, I don't know what like, um, you
16 know, what Think Basis and those guys have for
17 solutions and that. Like what we want from a sales --
18 you have, you have to reverse it in from a sales
19 operation and realize that, you know, you're gonna
20 need 15, 20 percent going towards the sales operation
21 in terms of commissions to a sales rep and a sales
22 manager.

23 And then, you know, if you're passing
24 something through you're gonna want to at least make
25 50 percent of whatever you pass through. So that

1 whatever --


2 MICHAEL ROBERTS: Well, there's a lot of --
3 it's very service heavy, though. Our fulfillment
4 costs would be a lot higher than what we're doing
5 here, for example.

6 RYAN PAGE: On some of the builds?

7 MICHAEL ROBERTS: Yeah. They're, they're
8 paying me 30 percent. And that's, that's, that's
9 really good. Because basically when people come in
10 through Rexxfield and we hand them off we're already
11 upping the price over what any other SEO gets for the
12 same work.

13 We know they're gonna do a good job. So that
14 30 percent really is 50 percent of what we get -- what
15 anybody else would get for the job.

16 RYAN PAGE: So we're taking their, their cost
17 to do something and just marking it up 30 percent?

18 MICHAEL ROBERTS: Um, well, I've been letting
19 them bill them. Because -- and they just send, they
20 just send me a check or write it off against the, the
21 finance thing? 

22 RYAN PAGE: Uh-huh.

23 MICHAEL ROBERTS: But either way, if we
24 can -- but I don't -- I kind of like the idea of
25 passing it on. Because the client assumes, Well, hey,

1 well, they're just passing it on, so we'll take their
2 advice. They know what they're doing.

3 RYAN PAGE: Yeah.

4 MICHAEL ROBERTS: Whereas if we're selling it
5 ourselves it's kind of, Well, all that sales pitch
6 might have just been a sales pitch.

7 RYAN PAGE: But there's not a -- well,
8 this -- and that's why we need to take, you know,
9 think about how we might -- some creative ways we
10 might, you know, do some of this. Because, for
11 instance, like with, um.

12 The sanitizer would be something we would do.
13 That would be a REXXFIELD solution, right?

14 MICHAEL ROBERTS: Yeah.

15 RYAN PAGE: So, and the building would be
16 something that we would, we would use a traditional
17 SEO company to do.

18 MICHAEL ROBERTS: Yeah.

19 RYAN PAGE: But, you know, are there build
20 things that we could do internally that wouldn't
21 necessarily be SEO? Like, for instance, like
22 ReputationDefender isn't doing any SEO. They're
23 doing, you know.

24 They're just doing like some press releases,
25 they have some articles, and they're doing some

1 different positive things that are going out?

2 MICHAEL ROBERTS: Uh-huh.

3 RYAN PAGE: You know, are there build things
4 that we would do that would be in a package that we
5 would sell and fulfill? And then, you know. And then
6 other things we would pass off.

7 Because for Think Basis like, you know,
8 making 30 percent, you know, on big consulting
9 packages, where we're just passing it off and we're
10 making a passthrough?

11 MICHAEL ROBERTS: Uh-huh.

12 RYAN PAGE: That works. But that's also a
13 sale -- that's a C-level-type sale that, you know,
14 you're doing.

15 MICHAEL ROBERTS: Uh-huh.

16 RYAN PAGE: Where we're not paying, you know,
17 a sales rep something.

18 MICHAEL ROBERTS: Uh-huh.

19 RYAN PAGE: You know? So that's, that's just
20 where I want to make sure that we have, you know.
21 Anything we can fulfill internally is obviously gonna
22 be a product that we can build a lot of revenue out
23 of.

24 MICHAEL ROBERTS: Yep. And I -- but. Uh,
25 the stuff that we do? It's -- there's no guarantees.

1 It's, Buyer, we're gonna do our best. You, you need
2 to pay for the work. Whereas SEO is kind of like
3 that, but people have higher expectations.

4 You know, we're, we're doing critical need
5 stuff. SEO there's, there's business aspects and
6 everything else involved. We're not -- (inaudible)
7 you know. It's just something --

8 RYAN PAGE: Well, maybe what -- maybe this
9 build -- maybe there's four different solutions here.
10 Maybe there is we analyze, sanitize, build. And then
11 we also have companies we partner with that do, you
12 know, search engine optimization, pay per clicking,
13 and other things.

14 PAUL PORTELLI: Right.

15 RYAN PAGE: Whereas our build solution would
16 be -- because for us -- for me to copy what
17 ReputationDefender is doing? Would be very easy. You
18 know what I mean? They give you the list of 20 Web
19 pages they're doing.

20 We can find copywriters all day long who will
21 write, you know, for 50 bucks will write somebody a
22 bio, five different versions of it, that we can go and
23 post on the different Web pages and build up some
24 positive things, so.

25 And that's all ReputationDefender is doing.

1 And so I'm just saying what are some other things that
2 we can build into our own build program that would be
3 separate than a full-on SEO? And the reason why is I
4 think, I think we're gonna have tiers of clients that
5 are gonna come.

6 We have like these, like the heads of state?
7 These big multi-national corporations, all right?
8 These whales? They'll pay 20 grand a month.

9 MICHAEL ROBERTS: Yeah.

10 RYAN PAGE: The, you know, a plastic surgeon,
11 a lawyer, you know, you're looking at, I mean, two,
12 grand maybe.

13 PAUL PORTELLI: Yeah.

14 RYAN PAGE: And it just depends what they
15 have. You know, like when, you know, when -- even
16 just within Progenex, which is, you know, I mean, you
17 know, Progenex is doing, you know, we'll do about
18 \$200,000 in revenue this month. So with \$200,000 in
19 revenue there's no way I can budget \$5,000 a month for
20 SEO.

21 (Inaudible - speakers talking over one another.)

22 RYAN PAGE: And we're all in business.

23 PAUL PORTELLI: Authorized statement. What
24 would, what would keep you from doing pay per click
25 against a person (inaudible) Authorized Statement? In

1 the same sense what would keep you from doing a
2 generic Authorized Statement pay per click campaign?

3 For anybody that searches for their own name
4 and sees that it comes up on Ripoff Report that the
5 targeted -- the key word targeted is Ripoff Report,
6 Complaints Board, *et cetera*. At each of the
7 (inaudible.) Of course you'd have to invest a lot of
8 money with pay per click, but that takes care of
9 having to set up --

10 MICHAEL ROBERTS: Yeah, you can say --

11 PAUL PORTELLI: Or get the organic --

12 (Inaudible - speakers talking over one another.)

13 MICHAEL ROBERTS: You can say, Fred Smith --

14 SPEAKER UNKNOWN: As we get --

15 MICHAEL ROBERTS: -- responds to Ripoff
16 Report --

17 SPEAKER UNKNOWN: Yeah.

18 MICHAEL ROBERTS: -- extortion. He refuses
19 to pay this. Yeah. Accuse them of extortion.

20 RYAN PAGE: Well, sometimes from a PR
21 standpoint if you -- if something's buried? Then you
22 don't necessarily want to draw attention to it, too.

23 PAUL PORTELLI: Well, for people that
24 don't --

25 (Inaudible - speakers talking over one another.)

1 PAUL PORTELLI: For people that opt not to,
2 to pay for the full, the full deal? Then -- and it's
3 also something that's gonna come into play that would
4 generate more leads as people -- there's kind of a
5 whole system behind this.

6 Because if we could get our Authorized
7 Statement to organically show up in the top results
8 instead of Goggle optimizing to show these negative
9 results? If we had Google with -- at a point where
10 they would optimize -- we could optimize it for, um,
11 it to be up in the 2, 3, 4, 5?

12 That way when somebody sees a doctor, if that
13 doctor's name comes up then there would also be a
14 close link saying authorizedstatement.com/doctor's
15 name. And then there's a quick little blurb of text
16 with their explanation of their side of the story,
17 right?

18 And so if you get that up to -- organically
19 you get that up to the same position in the top page
20 of the first page, right?

21 SPEAKER UNKNOWN: Uh-huh.

22 PAUL PORTELLI: Then you're going -- we're
23 going to, um, have a lot of people clicking through
24 that. And then once they get to Authorized Statement
25 we'll be the brand that backs up Authorized Statement,

1 right? Even those it's -- is that the, the nonprofit,
2 or?

3 MICHAEL ROBERTS: Nonprofit, yeah. Well,
4 Authorized Statement --

5 (Inaudible - speakers talking over one another.)

6 PAUL PORTELLI: So there's a whole idea
7 behind that.

8 MICHAEL ROBERTS: Yeah. Getting offered as a
9 service, too, as part of (inaudible) also gives the --

10 PAUL PORTELLI: I mean, you want to talk
11 about, you want to talk about generating auto --
12 auto-generating links that would pay for them? That's
13 the way to do it right there. But to kick it off we
14 do AdWords to kick it off.

15 SPEAKER UNKNOWN: I, I, I --

16 PAUL PORTELLI: And then once we've got it to
17 a point where it's organic? Then you've got people
18 that, when they do Google their own name or they find
19 out that they've got a Ripoff report, they'll see
20 that, click into it.

21 They'll be able to set up their own auth --
22 their own statement. Their side of the story. It
23 would be limited, kind of like Twitter, to maybe two
24 or three paragraphs. Just a real quick thing.

25 MICHAEL ROBERTS: They can limit --

1 (Inaudible - speakers talking over one another.)

2 PAUL PORTELLI: Maybe a link to their own
3 website. It's, it is, um, what is it called?
4 Authenticated that it's actually their name. So we'd
5 have to have a copy of their driver's license or what
6 have you to prove that it's that particular person,
7 right.

8 So this is their chance to get out their side
9 of the story. Becomes very highly ranked in the
10 organic circles.

11 MICHAEL ROBERTS: Have I run through my
12 statement with you?

13 PAUL PORTELLI: Okay. So, I mean, you want
14 to talk about being able to generate leads to, to do
15 this?

16 RYAN PAGE: Well, I'm just thinking about
17 the, the most important right, right now for us.

18 PAUL PORTELLI: Yeah, I know right now, but.

19 RYAN PAGE: Is next -- yeah. So let's
20 just -- I mean, in terms of the now for the next 30 to
21 60 days? The most -- the big stuff will continue to
22 come. We'll, we'll get the PR and we'll work on those
23 areas. But what I want to be able to do is get a base
24 of operations in place --

25 SPEAKER UNKNOWN: Yeah.

1 RYAN PAGE: -- where we can sell products.
2 And so what we need to do is we need to producize
3 (phonetic) services. Which is step number one from
4 going from a boutique consultancy to a consulting
5 business.

6 And so, you know, there are things that we --
7 you guys offer and can do that are part of consulting
8 packages and things like that?

9 PAUL PORTELLI: Yeah.

10 RYAN PAGE: What we need to figure out is
11 like, Well how can we package a bunch of things into a
12 service that doesn't require an expert to do that we
13 can, that we can train? Maybe it takes a little bit
14 of an expert. But we can start putting it into
15 products.

16 SPEAKER UNKNOWN: Uh-huh.

17 RYAN PAGE: And that's where, where we know
18 that we're selling -- this is a \$3,000 solution and it
19 costs us \$500 to fulfill.

20 PAUL PORTELLI: Authorized Statement is
21 essentially an anti-Ripoff Report (inaudible)
22 Complaints Board.

23 PAUL PORTELLI: As soon as it starts to, as
24 soon as that starts to build, it's gonna go.

25 PAUL PORTELLI: Yeah.

1 SPEAKER UNKNOWN: Yeah. That's --

2 MICHAEL ROBERTS: And it go -- it feeds leads
3 (inaudible.)

4 PAUL PORTELLI: The more -- every time I
5 think about that I see a different angle. And it just
6 gets bigger (inaudible.)

7 MICHAEL ROBERTS: I mean, all those lists
8 that were made --

9 PAUL PORTELLI: It absolutely has to be done.

10 MICHAEL ROBERTS: This email is --

11 PAUL PORTELLI: We need to get to that
12 (inaudible) within six months.

13 MICHAEL ROBERTS: So this email that we're
14 making, even with the drip follow up?

15 PAUL PORTELLI: That's right. We set up, we
16 set up one for them automatically, to where their name
17 is at least coming up. And then they can --

18 MICHAEL ROBERTS: What I'm saying is this is
19 not yet being --

20 PAUL PORTELLI: Like click here to fill out
21 your profile.

22 RYAN PAGE: Yeah, so --

23 PAUL PORTELLI: We're already harvesting the
24 data.

25 RYAN PAGE: Yeah, that's -- well, that's the

1 thing is like, I mean, we've had leads from businesses
2 from the last two, three years. And we always find
3 that, Hey, well we can, you know. Hey, we can -- like
4 I was saying today. Well, why don't we hit these
5 people up for the reputation thing? I mean.

6 PAUL PORTELLI: Uh-huh.

7 RYAN PAGE: We have the leads. Um, but the
8 real thing is just getting like, you know, the Ripoff
9 Report removal is a product. We can say, We will do X
10 for Y.


11 PAUL PORTELLI: You can take that another
12 step further. You can do the same thing that the
13 Ripoff Report competitors and copycats are doing with
14 their copying the RSS feeds. We build out an absolute
15 competitor of these, these --

16 MICHAEL ROBERTS: Oh, yes.

17 PAUL PORTELLI: -- complaint platforms?
18 We've already know -- we already know where to get the
19 platform.

20 MICHAEL ROBERTS: There's a guy offering --

21 PAUL PORTELLI: We just found it.

22 MICHAEL ROBERTS: A guy's offering it for
23 free to us. We can actually duplicate -- 

24 PAUL PORTELLI: Okay.

25 MICHAEL ROBERTS: -- anything. Or brand it

1 as a --

2 PAUL PORTELLI: Hey.

3 MICHAEL ROBERTS: You weren't finished?

4 Sorry. Yeah, you're interrupting. I'm -- but I'm
5 stealing your thoughts.

6 (Inaudible - background speaker talking at the
7 same time.)

8 MICHAEL ROBERTS: But anyway. Next
9 (inaudible.)

10 RYAN PAGE: Yeah, so, so right now, like over
11 this weekend so like on Monday we can like start
12 flushing some of these things out.

13 SPEAKER UNKNOWN: Yeah.

14 RYAN PAGE: So we can start figuring out what
15 we need to do to build fulfillment around some of
16 these things? You know, we didn't -- and we don't
17 need to finalize it, we just need some ideas of what
18 we throw in the concept, you know.

19 So here is a package that I would sell. And
20 all we need to do is like, okay, here is like the
21 deliverables that we would put in it. And then
22 roughly how many hours it would take to fulfill by
23 what level of an employee.

24 Because if you tell me its gonna take
25 15 hours with a \$200-an-hour employee then I'm like,

1 Okay, well that's something I gotta sell. If it's
2 something I -- if it's something that a \$10-an-hour
3 employee that's trained can do in an hour.

4 PAUL PORTELLI: Yeah.

5 RYAN PAGE: That's something else. And that
6 gives us what -- that gives us the basis of what our
7 fulfillment cost is.

8 SPEAKER UNKNOWN: Yeah, yeah.

9 RYAN PAGE: And then we can start playing
10 with the margins. And then there will be the stuff
11 that we, we outsource for the SEO, but --

12 SPEAKER UNKNOWN: Yeah.

13 RYAN PAGE: -- there -- we gotta build
14 product internally. So if you guys can spend time on
15 that this weekend and then, um.

16 MICHAEL ROBERTS: Now, I have a ton of
17 interrogatories I have to get in this weekend, so, um.

18 RYAN PAGE: Let Paul think about it.

19 MICHAEL ROBERTS: Yeah. I'm gonna be --

20 PAUL PORTELLI: Yeah. I got it.

21 MICHAEL ROBERTS: But we can definitely
22 bring some --

23 PAUL PORTELLI: Dude, I'm a little excited
24 right now because I've got like six different really
25 big things in my head. Little, little ideas that are

1 all coming into --

2 MICHAEL ROBERTS: Hey.

3 PAUL PORTELLI: -- a point. So --

4 MICHAEL ROBERTS: I've got a lead you can
5 warm up for me.

6 (Inaudible - speakers talking over one another.)

7 RYAN PAGE: You're what?

8 MICHAEL ROBERTS: I've got a lead that you
9 can warm up for me. This guy, you know, um. I'll
10 send you the email. And, uh, it's his pride more than
11 anything, um, that's, that's affected. I ended up
12 going down -- because I needed the money to get
13 through to cover some other expenses that I can get a
14 discount on -- and he didn't go for it.

15 And he's already prepped. He understands
16 what we can do. Are you interested in having a go at
17 it? You know, Michael asked me to give you a call to
18 see what we can -- and now also, he can get monkeys
19 for us.

20 I want to get some -- I've got a review on
21 (inaudible) programmer. And he can actually get a one
22 year international in. Takes care of immigration and
23 stuff. Dirt cheap, practically pays for itself.

24 So, but anyway, um. So I, I was bringing the
25 price down in the hope that he could do something for

1 us. But anyway, there's a potential sale there. Are
2 you interested?

3 RYAN PAGE: Yeah, do you have what you've --

4 MICHAEL ROBERTS: Yeah.

5 RYAN PAGE: -- told him or anything?

6 MICHAEL ROBERTS: Let me, let me forward it
7 to you.

8 RYAN PAGE: Okay. I gotta get like a phone
9 number and a Rexxfield email.

10 MICHAEL ROBERTS: Yeah, we can set that up.
11 Um. It costs 50 bucks a year and it's more secure.
12 So we should, we should do that. There's one. And.

13 PAUL PORTELLI: How you feeling about it all,
14 Dude? Man, the reason I stopped you there is why
15 would you say that you could get that for free?
16 That's, that's --

17 MICHAEL ROBERTS: Get that for free?

18 PAUL PORTELLI: -- that's huge. The -- you
19 were saying that, We found this guy and you said he
20 was offering (inaudible) for free.

21 MICHAEL ROBERTS: Yeah. Yeah. But don't,
22 don't stop -- don't tap me three times.

23 PAUL PORTELLI: I felt bad about that, I felt
24 stupid.

25 MICHAEL ROBERTS: I, I only --

1 PAUL PORTELLI: Felt embarrassed.

2 MICHAEL ROBERTS: I only need one.

3 PAUL PORTELLI: I just got a little excited.

4 MICHAEL ROBERTS: I know.

5 PAUL PORTELLI: Because --

6 MICHAEL ROBERTS: I know.

7 PAUL PORTELLI: -- don't keep --

8 MICHAEL ROBERTS: That's cool. I

9 (inaudible.) And, and I'm being, you know, it's, it's
10 all strategic.

11 RYAN PAGE: So do you have the, do you
12 have -- well you -- do you have a call card?

13 MICHAEL ROBERTS: I sent you one, and I'm
14 trying to find the other one.

15 RYAN PAGE: Okay.

16 MICHAEL ROBERTS: I just, I just did it all
17 on the phone. It was while (inaudible) was here. And
18 I can't find it. (Inaudible.) Here he is, here he
19 is. Okay. So one of them you'll have in the in box
20 already.

21 RYAN PAGE: Okay.

22 MICHAEL ROBERTS: Um, here's another one.

23 RYAN PAGE: Does he need to be more full-on
24 consulting, or is he?

25 MICHAEL ROBERTS: Just start fresh.

1 RYAN PAGE: Okay.

2 MICHAEL ROBERTS: Just go in sort of blind.
3 But in a nutshell, he's worried because there's other
4 things out there that, um. Apparently he brought this
5 student in. And the student thought that his fees
6 also included the actual tuition at the school. And
7 he's like, No, you know, that's not what it included.
8 So.

9 Okay? And just sort of, Michael asked me to
10 follow up with you, and I don't know a great deal
11 about it. And he said you were a little concerned
12 because there's multiple reports, and the cost. And
13 it wasn't really a business thing it was more of a
14 reputation thing. And that's about it in a nutshell.

15 RYAN PAGE: Okay.

16 MICHAEL ROBERTS: It was a while ago, and I
17 sort of didn't take a lot of notes (inaudible.)

18 SPEAKER UNKNOWN: And then, um.


19 PAUL PORTELLI: What do you think?


20 RYAN PAGE: I mean, I mean, I don't think
21 anything right now. I mean, it's too early to tell on
22 a lot of stuff. I mean, obviously this -- we knew
23 we'd get a good response rate. It's a question of
24 whether or not people will pay, and what price point,
25 and what we can fulfill.

1 You know. So, I mean, I try to keep guarded
2 optimism, but. I think right now it's, you know,
3 pretty good for a campaign that went out on a Friday
4 for -- to send a campaign out on Tuesday. You know,
5 so we'll see, you know. Unfortunately probably
6 (inaudible) get buried over the weekend, but.

7 MICHAEL ROBERTS: Let me send you one also to
8 follow up. This guy didn't respond to an e -- to the
9 email that I'm sending you.

10 RYAN PAGE: Okay.

11 MICHAEL ROBERTS: You'll see his name in his
12 website, so it'll turn up on Ripoff Report.  And, uh.
13 Oh. Who? Ooh, ooh, ooh, who referred this to me?

14 (End of recording.) 

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C E R T I F I C A T E

STATE OF UTAH)
) ss.
COUNTY OF SALT LAKE)

This is to certify that the foregoing transcript was prepared by me, KELLY L. WILBURN, a Certified Shorthand Reporter and Registered Professional Reporter in and for the State of Utah.

That the transcript was prepared from a previously-recorded proceeding at which I was not personally present; therefore, the quality of said recording may affect the quality of the transcript.

That said recording was then written in stenotype by me and thereafter caused by me to be transcribed into typewriting. And that a full, true, and correct transcription of said recording so taken and transcribed to the best of my ability is set forth in the foregoing pages, numbered 1 through 80, inclusive.

I further certify that I am not of kin or otherwise associated with any of the parties to said cause of action, and that I am not interested in the event thereof.

SIGNED ON THIS 4th DAY OF August, 2012.

Kelly L. Wilburn, CSR, RPR
Utah CSR No. 109582-7801

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