

Brand Protection Proposal:

Personal Lending Group & Rescue One Financial

November 12, 2015

Our Plan of Action & Terms

Executive Summary

The Rescue One Financial team and I have discussed the reputation management needs for the growing Personal Lending Group and Rescue One Financial. Our plan of action will monitor for any negative listings, remove them as we have successfully removed the previous Steve Rhodes articles, create positive new content on our network of Finance related blogs, distribute paid distribution press releases, and create positive microsites to insulate both Rescue One & Personal Lending Group from negative search results on page 1 and beyond.

Our in-depth knowledge of online reputation management and strong project management methodology assists in removing and insulating against negative Google search results. These techniques encompass legal maneuvers that have been tested and proven to be effective for permanently removing defamatory search results as we have demonstrated so far.

Our methodology demonstrates that we are the most highly qualified firm to manage the online reputation. Our solution is summarized in the following key features and benefits:

- *Rigorous Approach.* From structured project management techniques to process methodology, to highly talented personnel, our approach has been refined and proven. We provide complete confidentiality.
- *Four-Phased Approach.* We have developed proprietary technology and processes that have proven to be very successful at even the highest levels of negative publicity. Our approach has four main phases: (1) Discovery and Planning; (2) Technical Design; (3) Construction and Quality Control; and (4) Implementation. The hallmarks of the approach are an emphasis on accurately understanding and defining our client's needs, a commitment to client communication and an aggressive proven methodology.
- *Commitment to Your success.* We are committed to achieving the results wanted by our clients and guaranteed by us. We believe in providing the highest levels of customer support and communication throughout the campaign. We continually refine our process and monitor results to combat the hundreds of yearly changes to the algorithms used by the search engines to rank sites.
- *Actions on your behalf* – As our client you grant JRR the ability to act on your behalf to remove the negative results from Google's search index via our proprietary de-indexing program and create new positive press to suppress and insulate your brands online.

We are confident that we bring the best business and technical qualifications, customer service orientation, and overall value to your brands.

Project Analysis for Brand Protection

Based on the research conducted and the phone calls with the Rescue One Financial team, we will be writing, creating, and distributing 4 press releases a month for both Brands and any other news that the principals would like to have announced. In addition, we will work on getting editorials, relevant blog posts on Debt, Finance, and Business related blogs and sites in our network (attached is the list of sites). This includes Huffington Post, Forbes, and many other reputable websites.

In addition, we will build relevant business directory listings, videos that are optimized and distributed to the top 30 video sharing websites, and add in social signal activity such as Tweets and Facebook shares to make all distributed content relevant.

Any future negative posts from Steve Rhodes or Microsites that pop up with unwanted content will be de-indexed using our proprietary methods.

Recommend Solution: De-indexing of any negative articles that appear, promotion and brand protection of Personal Lending Group as well as Rescue One Financial.

Time Frame: 9 months

Investment: \$6,000/Month

Months 9+ Monthly investment is \$5,000

RIR 1984 LLC

Signature: Richard Ruddle

Print Name: Richard Ruddle

Title: CTO

Date: 11/16/2015

Rescue One Financial

Signature: Brandon Millstone


Print Name: Brandon Millstone


Title: Co-CEO

Date: 11/16/15

Wire Payment Instructions:

Acct Name: RIR 1984 LLC

Account #: 

Routing #: 

Bank Name: M&T Bank

Bank Address:

9780 Groffs Mill Drive

Owings Mills, 21117