Reputation Cash Map

Reputation Issues
- Reviews
- Legal Issues
- Rouge Blogs

Prospect Targeting
- Rep Scanner
- Google +
- Pissed Consumer
- Competition Factors

Proof Elements
- Preranked Review Site
- Past Clients (non-rep)

Client Contact Methods
- Web Forms
- Domain tools
- Social Sites
- Direct Mail
- Telephone

Contact Scripts
- Initial Email
  - Tracking
- Followup
  - Social sites
  - Email #2
  - Call
  - Direct mail
  - Contact forms

Closing Process
- Research Report
- Expectation Setting
- Assurances
- Guarantees

Payment Collection
- Invoicing
  - Check by Mail
  - Paypal
  - Merchant Account

Service Delivery
- Review Site(s) Creation
- Social Properties
- PR content
- Written content
- SEO Promotion
  - Fiverr
  - synndtrial
  - Promotion Rules
    - Social Sites (anything goes)
    - Websites – bookmarks and signals only