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Reputation Savior Inc., is launching as the leading source of Online Reputation Cleansing and Reputation Protection Services

On Friday, August 31st at 4pm, owner Chris Edwards will announce on an exclusive Ashford Radio Interview their plans to become the leader in online reputation management with Super Bowl XLVII television commercials and a stock offering the week of February 4th, 2013. Mr. Edwards is currently meeting with Angel Investors for additional rounds of funding to accomplish this goal.

Reputation Saviors has built the most experienced team of reputation management consultants and search engine experts in the online reputation management business. Our leadership in online reputation management stems from founder Chris Edwards, the previous CEO of Shop.com from 2001-2002 (now an Idealab website) and his 10 year experience in building online brand beginning with IBM in August 2002, comparison shopping and search engine optimization. Our team has advanced on the knowledge of branding, online shopping, search engines, directories, local search and social media to develop traditional and proprietary techniques to diminish, replace or remove negative information from the Internet and to protect your reputation in the future.

Reinventing yourself is hard enough, let alone having to reinvent a business. There are hundreds of complaint websites that have disgruntled employees and unsatisfied customers that provide a place to rant and rave. These hurt a business's reputation and put a hold on the growth and future a company can have. Chris Edwards has dedicated his career to pushing down the negative and creating a brighter view of businesses that deserve a second chance.

More than 90% of people go straight to Google when looking something up about a company or individual' the top results may be negative remarks about them. Chris strives to make the top search results being a website or social media tie that a company has to push the negative reviews toward the latter pages of a search engine within days to a few short months.

Reputation Saviors main goal is to help you take control of the search results related to you and your company. Its done by diminishing the impact of unwanted information found on the Internet and replacing it with new press, new reviews and new websites while also boosting your brand and increasing your business at the same time.

Reputation Saviors has selected the most effective method of educating the entire public about their online reputation with a Super Bowl XLVII commercial. Chris Edwards will use his previous experience with Super Bowl commercials, Youtube commercials, online shopping and his previous experience with public companies to also launch a stock offering the week after Super Bowl XLVII. On the Super Bowl commercial, Reputation Saviors plans to launch a one-of-a-kind reputation management book and e-book with current, real world case studies such as the mistaken identity case of Zenaida Gonzales in the Casey Anthony case to repairing the reputation of the mad scientist, inventor Nikola Tesla.

This press release contains forward looking statements that involve risks, uncertainties and assumptions. All statements other than statements of historical fact are statements that could be deemed forward looking statements, including but not limited to statements of the plans and strategies for future operations. Any statements concerning expected development, performance or market share relating to products and services; anticipated operational and financial results; any statements of expectation or belief; and any statements of assumptions underlying any of the foregoing.

About Chris Edwards:



Chris Edwards was one of the early founders of online comparison shopping in 1996 and later worked with Price.com and Malls.com by 1999. He became the CEO of Shop.com Inc from September 2001 to October 2002. In 1 year, he turned a \$1500 per month in revenue website into the Shop.com domain name and business plan selling in late 2003 to Idealab for \$15 Million.

Ashford Radio Interview (AshfordRadio.com)

August 31, 2012 at 4:00 pm EST in Studio A

<http://www.blogtalkradio.com/ashfordpublishing>

Studio A Audience:

Businesses, CEO's, Market Makers, Trend Setters

Goals:

To influence the recent trends in reputation management. Present the concepts behind online reputation issues. Offer an expert's opinion to the solution to the problem. The newsworthy event of Super Bowl commercials and a reputation management e-book tutorial.

Key Points:

- Everyone needs reputation management, even babies when you're giving them a name when they're born
- Recent trends, laws and Current events
- Why will Reputation Saviors succeed? Why are customers success guaranteed? You can do it too, with your company, product or new idea.

Topics:

- What is reputation cleansing and protection. Best details first.
- Speak to different audiences, teachers, attorneys, average person, multinational companies
- Types of problems solved from Trademarks, Copyrights, Incorrect Names, Incorrect Information, Slander, Smear Campaigns, Rumors, Competitor Attacks, Past Employees, Fake Reviews, Negative Press, Public Records, Images and Video's
- Recent Trends of Ease of posting Reviews, Blog Comments. It's like the bad kid down the street that eggs and toilet papers your door house, and you end up looking like the bad person and you end up having to pay to fix your house and clean up the mess.
- 90% "Google you", 74% would not do business with those who have negative information
- Recent reputation related controversies in the news
- Privacy and Reputation related Internet laws
- Why Reputation Saviors? Experience. IBM \$30B Stock Spike from August 5th 2002 to August 23rd 2002.

- Why to use Crowd Funding VS Angel Investors
- Why would you have us do it VS do it yourself
- Case Studies, IBM, Zenaida Gonzales, Nikola Tesla, more
- Key Details of the e-book and tutorial. Key Points to write down to do right now for yourself. what to avoid. So that you can be come across anyone with an online problem and point them to a possible solution. competitors approaches to avoid.
- Tips - Steps you can take on your own. Claiming or Removing your “real name” and personal “profiles”, controlling whether anyone can leave reviews, responding to negative reviews, legal responses etc.
- “Keep building revenue even though your business and the the economy has flat-lined”. None of my customers business had declined even though 15% of all the business we call, who already have online complaints, are out of business, phone number disconnected or changing their company name.
- White Hat vs Black Hat, it's a moving target, some are illegal, violating terms and conditions

Questions: Ask questions to get information. Open/Closed, Short Answers

- 1) What brings you here today?
- 2) Chris asks host “Have you ever noticed that this could be a problem for your or someone you know, maybe something you’ve come across on the Internet or TV?”
- 3) How Does Online Reputation Management work?
- 4) Negative information shows up in the Search Engines about myself and my company on the Internet. What can Reputation Saviors do to help?
- 5) What could a simple, layperson do for themselves to help their reputation?
- 6) How much does it cost and why?
- 7) Who are some of your previous or current clients that could be used as a case study, like an example of your previous work
- 8) I own a company, will I make more money by using Reputation Saviors?
- 9) How should I choose an “Online Reputation Management” company?
- 10) What should I absolutely avoid doing?

Outline for Interview

Pre-Interview: Sound Check, Dead Air, No Ah's and Ums, Tone Down, No anger, Humor is ok, Smile, Stand Up, Practice, Watch the Clock

Go to a quiet room in your home or office; be sure staff and/or family know you are on a radio interview and cannot be interrupted.

1. Turn off other phones, cell phones and anything else that could create background noise including air conditioners and the radio, etc.
2. Have a glass of water nearby; there's nothing worse than dry mouth on a radio interview.
3. Disable call waiting: dial *70 and then call the studio number. This disables call waiting for the duration of the phone call. As soon as you hang up, it will be reactivated.
4. Be on time. Call the station exactly at the time they tell you, or be at your phone waiting if the station is going to call you.
5. Use a land line phone for best quality. Some stations won't allow a cell phone interview. If it is not possible to reach a land line then use a cell phone in a stationary location and not while you are rolling down the road as the reception could be interrupted mid interview.
6. Do not use a speaker phone or a headset; again, it's about good sound quality.
7. Be self-assured. Remember, you know your topic inside and out. Be confident in your ability.
8. Smile, smile, smile, whether on radio or TV ♦ SMILE. You'll feel better, and for TV you'll look better too.
9. Put some pizzazz and energy into your voice. Try standing while you speak to liven things up a little.
10. Research the show and tailor your message accordingly. Just Google the host's name and station and check out their web site. Is it a national audience or a small town in Ohio? What is their format? Is it News/Talk, NPR or Classic Rock or something else? You need to know.
11. KNOW exactly how much time you will have on the air as a guest, three minutes or 30 minutes...so you can tailor your answers to the time allotted.
12. Practice your sound bites ♦ out loud before the interview. Communicate your main points succinctly. Practice this out loud.
13. Be informative and entertaining without directly pushing your book, product or service. Make the audience ♦ want more. ♦
14. A kind word about the host can go a long way. It's good manners and good business.
15. A person's name is sweet music to them so commit to memory or jot down the name of the host and use it throughout the interview. When taking calls, use the names of callers too.
16. Be prepared for negative comments, from the host or listeners.
17. Be careful not to slide into techno-babble, jargon or acronyms that few know about.
18. Never talk down to your audience.
19. Be respectful of the host because everybody starts someplace. Today they're interviewing you from a college radio station; in a few years they could be a nationally syndicated host.
20. Don't Oversell. Remember you are on the air to provide useful information to the listening audience. If you are an author or selling something, limit yourself to TWO mentions of the book, product or service. You must make it interesting without the commercialism. It takes finesse but you can do it. Often times the host will do this for you and you won't need to mention it.
21. Think of a radio interview as an intimate conversation with a friend and not a conversation with thousands.

22. Radio interviews require verbal answers, not head nodding or uh-huhs. Hand gestures don't count in radio either.
23. Radio will often use interviews live and later cut them up for use throughout the day giving you more airplay. So keep your answer to a 10 to 20 second sound bite. You can say a lot in that amount of time and then you don't sound like you are babbling on. Don't go on more than a minute without taking a break.
24. Don't just answer questions. Tell listeners something you want them to know, something they wouldn't know unless they were tuned in, with the promise of more of the same when they buy the product or come see you!
25. Have three key messages. Short, not sermons. Sometimes the host opens the door, other times you have to answer a question and segue to a key message. A compelling message will have the host asking for more. Usually people can get in two key messages; the pros can get three. But even if you get in only one, you get a big return for the time invested.
26. Lazy hosts open with a lame: "Thanks for being here." Boom! Give a :15-:20 sec summary message. If the host introduces you with a question, be polite, deliver your summary message, then answer the question. "Thanks, (use name), for the opportunity to talk about....Now, to your question (name)..."
27. Maintain a Positive Attitude. BE GENUINE OR TRANSPARENT. Don't fake enthusiasm or sincerity. If you're in a bad mood cancel the interview. Don't pretend to know stuff you don't.
28. Re-read the press release or pitch that got the booking since the host is going to be using that as a starting point. Often a [book publicist](#) such as myself, will tie into a breaking news event that relates to your expertise. Be aware of that tie-in.
29. After the interview write a thank-you note. Since so few people do this, you'll really stand out from the crowd. And most importantly, you may get invited back.
30. Whether the interview is live or taped-live, if you stumble, or flub up just keep going. Often what you perceived as a mistake, the listeners won't even notice.
31. Ask for an MP3 of the recording before the interview. Often if you ask ahead of time the producer will record the interview and then you can use it on your web site. Be sure to listen to it later and critique your performance.
32. Ask for a testimonial. Often that MP3 will arrive with a note from the host saying how much they enjoyed the interview, or that "Scott Lorenz was a great interview, he really kept our audience engaged," or "the phones rang off the hook when Scott Lorenz was being interviewed." You can use those testimonials in future pitches and on your web site, blog etc.

As a [book marketing firm](#), we'll prepare questions for our author clients ahead of time and include those in our press kits emailed to the stations. Oftentimes the radio host will read those questions right in order. Other times they refer to our questions and include some of them. We do this to help the host in case they've not had a chance to read the book, which is often the case.

Make sure you know your own material inside and out and are comfortable with everything in it. You are the author of the book, or the press release and they'll ask you, "What did you mean about this or that?" You need to have the answer. You don't want any surprises.

The bottom line, RELAX, you'll do fine. The butterflies you're feeling are what will drive you to do your best! Just follow these helpful tips and you'll be a radio interview star!