

Saturday, July 10th, 2010

Memo to TeamVinh members from: Vinh H. Le, *Chairman*

Per this memo and per our Associate: Mr. Raam Anand's Team (Internet Strategist and Specialist), here is what are happening right now with the TeamVinh.com website. As you will see, per the INFRASTRUCTURE of our Website; we will be superior in every way from the very first gate:

From a relevant standpoint; everything below is powerful. And everything below directly impacts the future success or our entire TeamVinh – Family of Members.

I want to strongly note that I am here to ensure a 100% “throughput” for us. We can only attain the highest of Velocity if I am cognizant of beefing up all main/Major component of TeamVinh International. The website and its infrastructure is perhaps one of the most important piece/Nucleus of our existence and prepares us for a smooth sail into Cyberspace.

Phase 1: Website Setup



#1 - Keyword Research. A detailed research on our keywords in this step. Raam's KW Research Teams are highly skilled and provided with the latest and the most expensive 'Research Tools' in the industry. Their combined professional expertise will help TeamVinh in figuring out the "right" keywords that brings us optimized conversions. In this step, their researchers will carefully list 10 primary keywords and more than 100 LSI keywords and phrases, specifically for the TeamVinh.com website .



#2 - Status Report. Another team, meanwhile will be working on our website to figure out the current positioning, ranking, popularity and the traffic levels before starting our project.



#3 - Onsite Optimization. Their SEO Experts will build an "action plan" to optimize our website for major search engines, designed specifically for our website . This includes META tags, Titles, Descriptions, Keywords, Setting up Analytics to measure the performance, Creating Sitemaps, Setting up a "links" page, Creating "robots" file and so on. The SEO Experts will, optionally, optimize our home page (or the landing page).



#4 - Competition Research. In order to outsmart our competition (even though right now we don't have any), a separate team will get busy researching on our competitors (if any exist). These experts will figure out who our competitors are, what's their current rankings and what exactly are they doing to get to the top of the search engines. Again, a detailed 'action plan' is prepared for us.

Phase 2: Market and Promote the TeamVinh.com Website



#5 - Search Engines. In this step, our website is manually submitted to major search engines. This requires a lot of man power and a great deal of patience. Each submission is documented for reference and future follow up.



#6 - Directories. There are several online directories with very high PageRank and attract a large number of visitors daily. The team will submit our website to a carefully selected list of directories that are both relevant to our theme and has good link-value. This process is crucial because 'bad' or 'irrelevant' neighbourhoods could hurt rankings instead of boosting.



#7 - Local Listings. The teams will dig, mine, research and crawl over broken glass to make a list of "local" engines and directories and make sure TeamVinh.com is visible for local visitors. This is a powerful strategy and most online businesses are overlooking this and losing a big chunk of local prospects. If you'd like to see a dentist, where will you look? 2,000 miles away?... a neighbouring country... or within a 2-mile radius? Hope you get the idea!



#8 - Article Marketing. **I love this strategy. Article marketing is proven beyond doubt as one of THE most viable means to attract a ton of targeted visitors.** Also helps in ranking in all major search engines. A dedicated team of writers will create brand-new, 100% original articles on the TeamVinh PSI topic, make UNIQUE versions of these articles and distribute them all over the Internet. Of course, each article will be optimized for our chosen keywords and links back to our website . We get tons of 'back-link' power and our popularity will soar. Within a short period of time, our marketing messages will FLOOD our market with 'link-juice' flowing into OUR website. Our writers will create 4 to 10 new articles each month. Each article is well researched and manually spinned into hundreds of unique versions before distribution so that we don't have to worry about the dreaded "duplicate content" filter anymore!



#9 - Blog Marketing. Weblogs or Blogs for short, have revolutionized the Internet and the way people interact with each other online. Blogs are personal and conversational in their approach. Name the topic and you can find hundreds or even thousands of Blogs online. Marketing on Blogs requires a personal touch and shouldn't appear 'pushy' or 'salesy'. Our specially trained teams will take care of this. They will find relevant blogs, read the posts, add comments and strategically 'drop' our URL at the right time. **Again, our marketing messages will be brought 'face-to-face' with REAL people.** HUGE!



#10 - Forum Marketing. Online message boards and forums are highly sensitive to sales pitches. Yet, they are the 'hubs' of activity by real people. Major forums in our niche attract hundreds of thousands of people who are already interested in our topic and searching for solutions to their problems (that we may already have!). Our Forum Team will search for such 'high-activity' forums, join the discussion and strategically 'drop' the TeamVinh.com website URL at the right place and at the right moment.



#11 - Video Marketing. If we are NOT using VIDEO as a medium in our marketing efforts, we are leaving a big majority of people out of our online business. **Videos are a rage now and many people prefer watching videos.** The 'big-gun' video sites like YouTube and Google Video attracts millions of visitors each month. Our CREATIVE TEAM will create new videos for us every month! These stunning videos are created exclusively for OUR website . Not only that, our team will also distribute our videos all over the Internet.



#12 - Bookmarking. Active bookmarking is again a surefire way to attract 'link-juice'. A regularly implemented bookmarking campaign will not only get us visitors but also helps in search engine positioning and link popularity because bookmarking sites are frequently visited by all leading search engine spiders. In fact, some search engine robots will visit these bookmarking sites dozens times each day to find new information. Imagine what will happen when they find TeamVinh marketing messages in those high-activity sites? Our Bookmarking Experts will ensure this... using secret and completely white-hat techniques that they have perfected over the years.



#13 - Social Media Properties. The advent of web 2.0/3.0 technology has paved way for millions of people to interact with each other online rather than just 'read' content from a web page. Leading social networking sites have millions of members who regularly lurk around, make friends and exchange information. Our "SMM Specialists" are trained to make the best use of this social networking phenomena to our highest advantage. They create our properties on such high pagerank, hyper-active social media sites. Not just that, they even manage and update content on our social media properties regularly. That's what we can call POWER. Our marketing messages are seen not just on OUR website... but all over the Internet!!



#14 - Press Release Marketing. Like bookmarking and social media sites, leading press release networks are the 'feeding grounds' of search engine spiders. Our writers will craft a professional press release exclusively for OUR website each month and distribute to all major press release networks. More penetration of our marketing messages and more targeted visitors to our website.



#15 - Building Credibility. The more your prospects see the TeamVinh message, the more they trust you. This is especially true when they find TeamVinh website on leading "Authority" sites. There are several such sites on the Internet that gives instant credibility to authors of content on such sites. **Our writers will create powerful, credibility-boosting content and post them to several "Authority" sites... each and every month! KOWABUNGA!**



#16 - RSS Distribution. Another powerful marketing weapon that is not used by many online businesses. RSS helps in automatically broadcasting our marketing messages to a wide array of websites all over the Internet, instantly! Think of this as 'horizontal' distribution. Our experts will generate RSS feeds of our website and send them across to leading RSS directories for further distribution.



#17 - Custom Blogging. Our "Website Promotion Specialists" will create new keyword-optimized blog properties on WordPress and Blogger sites. These blogs, will in-turn, be promoted by our teams. They attract and pass-on link-juice and targeted traffic.



#18 - Link Building Campaigns. Carefully planned and executed link building campaigns are a must for any serious online business. Our "Linking Team" will analyze, prepare and implement a series of measures to build those 'precious' one-way backlinks to our website . These links come from other leading, high-activity, high PR websites, blogs (as posts not comments) and authority sites.



#19 - Software Marketing. This is brand new and no one is using this technique right now. We have a separate team of software developers who will create a valuable piece of software exclusively for OUR TeamVinh website and distributes them to leading software directories. Many of these software portals get millions of visitors every day and have very high PageRank. We are not only getting high-value backlinks but also a stream of visitors... and we don't need to learn any new geek language or programming -- our programmers will get this done for us.



#20 - eBook Marketing. This one's a real killer. Our writers will compile a free eBook based on the content on our website and distribute this valuable 'giveaway' on all leading eBook directories!! Our website gets tons of one-way backlinks.



#21 - Theme Marketing. This is yet another brand new way of marketing. Our creative artists will create customized themes and distribute them to leading theme directories. The themes we create include wordpress themes, drupal themes, joomla themes and even website templates. When other people download and use these themes, we get a 'one-way' backlink from their HOME page!



#22 - Link Wheel. This is a whopper!! Our research and development (R&D) team has figured out a series of strategies to build a ton of 'link-power' and 'link-popularity' to our website quickly. This brand-new new concept works wonders... even for newly registered domains! Our special "Link Team" will build a powerful "Link Wheel" exclusively for TeamVinh. **Make no mistake... this is very powerful and packs in it ship-loads of dynamite.** What's more, you not only get our own "Link Wheel" done by experts, they will also maintain and update our wheel for maximum effectiveness.

In closing; I can't begin to share with you how excited I am about all this for each and every single one of us in TeamVinh! The timing we have could not have been any better. With our Website being top notch in infrastructure, and working in conjunction with our PSI System...TeamVinh now has all the best ingredients for the World's finest conversion "**Engine**". Please note that with the superior infrastructure of our website, we get powerful LEADS from the Internet by **default** that grows and grows 24/7 as our reach expands and our credibility gains and gains.

Now, imagine what happens when we feed it **additional** direct "high-octane" LEADS from our Internet Gurus and our TeamVinh Internal WARM LIST consisting of Single-Opt Ins and DOUBLE Opt-Ins **FUEL**.

All I can say is: Tom! Prepare for the biggest sales battle of your humble life!

I am very serious on delivering success for each and every single one of you per my turn-key promise. This is why we have hired and engaged with Mr. Raam's team now integrated as part of TeamVinh for your absolute direct impact. You will **never** have to recruit or get your own Leads ever again. We are set to change the face of the Network Marketing Industry and we have great Leadership and powerful minds behind TeamVinh.

Sincerely,

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