



I love you. You know I love you. You know I want only the best for you.  
I know you love me and that you are happy for me to push you.  
But I'm scared to push as hard as I'd like for fear of losing your friendship.

That said, I think it is time for tough love because spending time in a paralysing fear of how the business is becoming tougher and tougher is a recipe for failure and the result will be the very thing you fear most – loss of the lifestyle you now enjoy. And for me this is now reaching the definition of insanity (doing the same thing time and again and expecting a different result)...

So at the risk of losing your friendship which I value above almost everything else in my life...

**Here are what I can recall of the things you and I have discussed where we have spent time and/or money but which have never been completed:**

➤ **Elizabeth Adams**

→ Vegas shoot 08/25

- ◆ You have this down to 36 images. But what value do the extra 16 hold. Are they worth \$800 right now?
- ◆ Bear in mind I'd normally add a maximum of 15-20 images to a new 2025 gallery on the website.
- ◆ So how were you planning to use the rest – could they be used elsewhere and not conflict with the EA brand; could they be used in a newsletter or thank you emails.
- ◆ Remember how many images you have overall – you are potentially spending money on images you have no plan to use
- ◆ And honestly leaving the choice to Olga is the worst option; you know you will look at what she chooses and say 'why didn't she pick this other one'; it's your way of kicking the problem down the road – the problem of actually making a decision
  - ACTION
    - You get the images down to 30 maximum and advise Olga which

→ Site design

- ◆ What parts of the site work?
- ◆ Do we need a different type of booking form as it's currently hardly ever used
  - ACTION
    - Decide which images to add where
    - Look at a more email text based booking form to reassure clients

→ Mailer

- ◆ With some of the images from Olga you can send an AT mailer to NYC, NJ, and maybe DC and Boston with touring provisos
- ◆ The above promo mailer re the new site images should encourage people to sign up for your newsletter
- ◆ ACTION
  - Create and send mailer as soon as edited images are received and inserted into EA site

→ Reviews

- ◆ Reviews are known to work. Yours are getting out of date and 3 is pretty thin
  - ACTION
    - You have to start asking clients for reviews; it may be appropriate to email the best recent ones to ask if they will help out

## → Touring

- ◆ We talked about the best locations, but I'd say given the combo of subscriber numbers and click thrus, SFO bay area and LA area are both good. Partly because they draw from the cities plus SJ or the OC so subscribers near 1k 2.2 Possibly go there after you meet family for TG.
- ◆ Chicago is pretty poor but everyone tours to Schaumburg which is near the airport
- ◆ Boston gets a click thru of 30% which is high on a list of 450
- ◆ Of course you have potentially enough regulars in Denver
  - ACTION
    - Look at where and when you might tour; bear in mind that the more repeat clients you can get the better and many do travel to NYC so you could also see them there
    - Depending on what you decide, I may be able to help

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## → Newsletter

- ◆ You've had just 46 signups to your site newsletter in the past 6 months, but look at the 18 people who chose to add comments – this business is going begging:

You look like all sorts of fun  
You are amazing! Let me know when you actually come to DC; not a Virginia suburb.  
Sign me up!  
Requesting tour of San Jose bay area  
Please send tour dates for NYC!  
Looking forward to scheduling  
Let me know when you around here beautiful  
I'd love to meet you in San Diego!  
I would love to see you.  
I would love the chance to meet you in LA.  
Hope to see you soon  
Hi I hope that you will visit Miami soon  
Hi Elizabeth! Hope to meet you sometime!  
Hi Beth, let me know if you travel to Boston. Would love to meet you!

Are you available at Tysons on 4/25?

- ◆ You have more than enough selfies and images by me from Bangkok/Greece/Scottsdale/Vegas which if edited would keep you going on newsletters for ages
- ◆ The above promo mailer re the new site images should encourage people to sign up for your newsletter
- ◆ We have talked about the client lists you have going way back which could perhaps be added to the newsletter or at least have an invitation mailer sent
- ◆ ACTION
  - Select and edit images for newsletter (remember I have tattoo removal app so once edited by you if you upload via SwissTransfer.com/en to me, I will remove the tattoos)
  - Write newsletter content and promise more. Include touring and absence advice
  - Decide on whether and which old client emails to add and send invitation mailer
  - Send newsletter

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## → Follow up email

- ◆ For current clients, I know you text the good ones but people don't always only use text. So I'd suggest you send an email to the ones you want to keep.
- ◆ So send to the good client from Beth@ElizabethAdams.ch.

- ♦ Send it with an image that has not been published and is maybe a bit NSFW.
- ♦ Say that is your private email and you want the client to have a way to contact you directly and give them the phone again too.
- ♦ Also say you are adding them to your newsletter so they will get updates and the occasional selfie. Tell them they'll get a confirming subscriber email and if they don't want to be a subscriber they don't have to reply and they will not be added.
- ♦ And this needs to happen sooner rather than later so the people you contact haven't forgotten you.
- ♦ And do this for every new client you want to keep
  - ACTION
    - Put this together
 

“Hi, My assistant usually deals with my emails but I wanted to send you a personal note to say how much I enjoyed our time together the other evening. It was a lot of fun. I hope I'll see you again soon and just to keep me in the front of your mind, here is an unpublished full face image for you to save! [insert image here – one of the topless on the bed in Scottsdale ones] Love, Elizabeth”

➤ **Becca Barlow**

→ Plans

- ♦ What do you intend for Becca Barlow

→ Created a new draft using new images *6 months ago!*

- ♦ The development site is at BeccaB.ch with the password bb-2025
- ♦ The original BB site continues to operate until you are happy with the development site at which time I will flip it to the main domain
- ♦ The site is basically a single page with popups for the elements. That's to make it less likely for a client to get lost so when he closes the popup he is back at the front page
- ♦ The two main areas are the gallery which most guys will go to first, and the second is you and your thinking.
- ♦ In the gallery, I've tried to create areas to emphasize your activities outside the bedroom as well as thje normal lingerie, and a section with more nudity than normal which allows people offended to avoid it. The selfies are more to paint a bigger picture but you might find them too intrusive. I would suggest you try to cull the images down to 15-25 per section.
- ♦ The Packages has content lifted without change from you current site except for an amendment to the cancelation policy and a stipulation you will go to DC or Boston for a 3hr booking with deposit.
- ♦ The booking page is the only separate page as it works better as a page than a popup. There is a FAQs page that is not on the menu

→ Images

- ♦ No editing so far of Mark's pics
- ♦ I've included the ones I like

→ Promotion

- ♦ Where do you intend to promote BB in the future and as what type of persona
  - ACTION
    - Decide what you want to do with Becca's site and persona
    - Critique the new draft site
    - Based on the above, decide on which images to get edited

➤ **OnlyFans**

- ♦ What sort of things do you want to list
- ♦ How much will you show
- ♦ How will you drive traffic - Insta; Laynie; Lark
- ♦ How will you encourage addons
- ♦ What will you charge
  - ACTION
    - Practice with achieving the sorts of listings you want
    - Go for variety

➤ **Lark**

→ **Concept**

- ♦ I have no idea what you have in mind
- ♦ Is this to drive traffic to OF
- ♦ Is this to drive traffic to the escort site(s) and if so which
- ♦ Do you just drive to Linktree or similar
- ♦ What is the reciprocal driver (from which sites you control?)

→ **Site**

- ♦ We have a good design in place that will allow for a lot of different types of content but what's all that to be
- ♦ What content is needed – Images; Videos; Text; Selling content or services

→ **ACTION**

- Share your thoughts!

→ **General Promotion**

- ♦ Which promotional avenues will you use
- ♦ Which can have multiple listings
  - ACTION
    - Decide which social and paid media will be used for which persona/outlet

## ➤ Paris

- ♦ *If we cannot get images and videos in two suites, two bars, and a private spa in the Paris hotel, then we should just give up*
- ♦ Check out the looks – <https://www.maisonsouquet.com/en/inspirations/>;  
<https://www.maisonsouquet.com/en/salons-2/>;  
<https://www.maisonsouquet.com/en/spa-2/>  
Note that in theory the spa can be reserved for totally private use for one hour every day
- ♦ This requires planning – the basic content and concept
- ♦ This requires props – but not everything; decide beforehand
- ♦ This requires accepting input – not going off and only shooting alone
  - ACTION
    - Decide what you think you can make work in the context of the hotel above and also maybe selfie style shots on the streets bearing in mind you have some sexy but respectable clothing.
    - Do NOT simply leave everything to the last minute and throw everything into a second bag. Decide now and stick with it.
    - Remember we can shop in Paris and there is a good BDSM store there if you need extra or forget something but do bring at least the Louboutins with the very high heels for photos to accentuate height and legs

## ➤ Mentality

- ♦ You are where you are partly because you are a total pleaser. And it could never work to try to turn yourself into a stone cold manipulator.
- ♦ But you need to pinch yourself much more often than you do and recognise when you are being used.
- ♦ And get angry about that, which I know you do. But take it the final step and turn that anger into actual practical action.
- ♦ I've seen you angry enough to do that but you need someone keep reminding you to make it happen (and at present that is my job).
  - ACTION
    - Start to seriously assess who is taking you for a ride
    - Decide how to either up their payments or to drop them and do it
    - Keep me updated so I can push you when it's clear you are wimping out