

Mark Benne # TX, CO, Bar

Criminal Case # 15-172076 FL PD



ThatAnonymousCoward @That_AC · Oct 30

@TimCushing @KidChronic32 @ScottGreenfield @MarkWBennett @btannebaum
Because the internet can forget.
BWHAAHAHAHAHA



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AbiativeMeatshield @AblativMeatshid · Oct 30

@MarkWBennett Damn. I have all this extra popcorn... @KidChronic32
@TimCushing



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Mark W. Bennett @MarkWBennett · Oct 30

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★ **Owen Barcala** and 3 others favorited a Tweet you were mentioned in Oct 30

Oct 29: Patrick, @KidChronic32 the stalking violence case in
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Patrick Zarrelli?



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@MarkWBennett the response is you call the police. But you didnt because
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@AblativMeatshld

Sit down. I have something to tell you,
and it's going to make you sad... - Scott
Greenfield

📍 Deep East Texas

🕒 Joined December 2007



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1 Follower you know





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TWEETS	FOLLOWING	FOLLOWERS	FAVORITES	LISTS
125K	1,997	1,978	4,482	8

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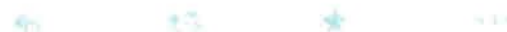


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Law stuff by AblativeMeatshield

Occasionally interesting legal and LE stuff

19 Members





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Favorites



Dakota Bruneau @DakotaBruneau · 15h



👍 3 🗨 6 📷 1



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👍 3 🗨 6 📷 1

Keith Lee

October 30, 2015 at 9:07 am

Watching this since last night has been monumentally painful. This guy is a Class A loon.

I'm still finding all types of nonsense he's left all over the web.

[Reply ↓](#)

SHG Post author

October 30, 2015 at 9:15 am

There was just way too much stupid to fit into one post. Zarrelli is a bottomless pit of shit, which always speaks well of someone selling reputation management.

[Reply ↓](#)

John Barleycorn

October 30, 2015 at 9:26 am

Nice of Patrick to offer up "improving" your blawg.

P.S. Although you should literally print and mail a quarterly zine that highlights the "above and beyond" post drafts that remain out of reach of your front page insistent on liner logic as well as all the "dastardly dangerous" pieces that never make the cut at SJ headquarters before your front pages seep into the corners of the galaxy, including seven out of ten district court judges, at least two of the Supremes, and every prosecutor in the land except a few hundred or so.

You could charge one hundred and twenty five bucks for a yearly subscription too (which you would get in the multiplies of hundreds of thousands, if you were to include lots of exclusive cartoons and other various assorted "artsy" stuff as well as some ads for one or two on my new ventures alongside some other various mail order classics made new again that only the smell of ink can do justice to).

But anyway, I would be very displeas if you were to "improve" SJ.

I can roll with and actually appreciate the addition of Black on Pink and various other tweaks but the thought of you going with some of these new blog formats would be a very troubling development...and if this were to ever happen I might have to blame Patrick for planting some subconscious something or other in you.

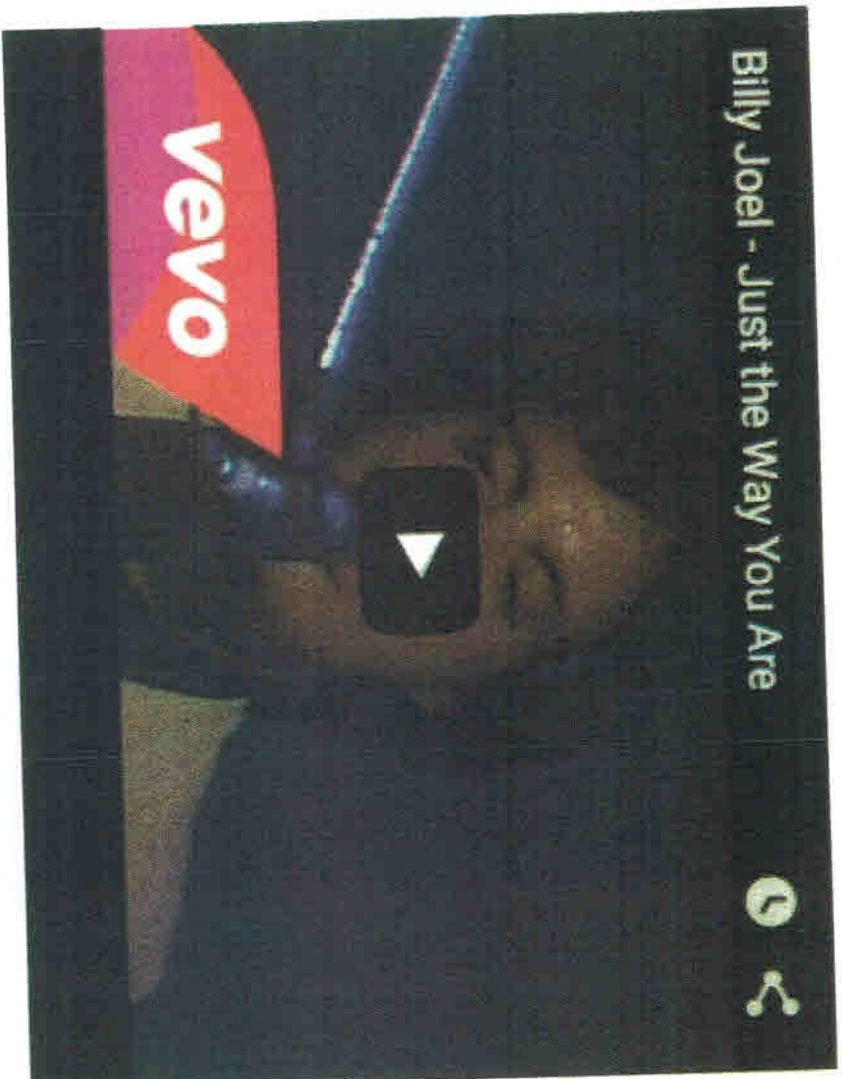
Meanwhile Patrick, I encourage you to keep doubling down with your efforts to set the esteemed one & company straight (I think that Bennett guy has horns that he has to put fairy dust on to keep them in check and the esteemed one is rumored to put Vicks Vapor Rub on his balls, which are the size of bagels, when his editor is out of town) because as you know all "high powered" lawyers need to set their submissive side free now and then and these two in particular are making more than a few folks look bad for no other reason than to satisfy the feelz they have for their balls and horns.

But whatever you do Patrick, don't offer to "improve" the SJ format again. These sorts of suggestions could involve butter and you really don't want to know about me and dairy products, especially butter.

SHG

Post author

October 30, 2015 at 9:29 am



Reply ↑

Pingback: [2015.85: Reputation Management Expert Patrick Zarrelli Weighs In » Defending People.](#)

Conrad Saam

October 30, 2015 at 10:26 am

I didn't realize that was his actual Twitterverse picture

SHG Post author

October 30, 2015 at 10:28 am

You can't make this stuff up. Truth is far, far stranger than fiction.

[Reply ↓](#)

Jim Tyre

October 30, 2015 at 11:37 am

But he has 255 followers on Twitter. If that isn't true clout, what is?!?

[Reply ↓](#)

SHG Post author

October 30, 2015 at 11:38 am

He's got 19 friends on Facebook too. Don't underestimate his juice.

[Reply ↓](#)

Mario Machado

October 30, 2015 at 10:49 am

Don't know what's worse, the voicemail or that photo. Sadly, I can picture some lawyers paying him for his "services." Please post an update with a new voicemail should he leave another one. Please, please, please.

[Reply ↓](#)

SHG Post author

October 30, 2015 at 11:08 am

I don't suspect he'll be calling me again, but he did [call Brian Tannebaum](#) late last night.

[Reply ↓](#)

Famous Celebrity

October 30, 2015 at 11:22 am

Dear Mr. Greenfield:

I am an extremely famous Hollywood celebrity in need of legal representation in the State of Florida. Another extremely famous celebrity (in the music business, but I think that still counts) recommended that I contact Gary Ostrow, Esq. But my Google search led me to your page. Would you kindly provide me with Attorney Ostrow's telephone number, so that I may retain him for my case? I estimate billings to be in the hundreds of thousands of dollars, so I am hopeful he will take time out of his busy schedule to enter an appearance in my case.

Sincerely,
Movie Star



Reputation Management Bro Destroys His, And His Client's, Reputation With Threatening Phone Calls To Defense Lawyers

from the 'I'll kill us both or die trying!' dept

Failures
by Tim Cushing
Fri, Oct 30th 2015
11:45am

I have to assume the so-called "reputation management" business is working for *someone*, but so far all we have to go on are the spectacular flaming wreckage left behind by fools who insist on punching above their weight.

0

Late in 2012, Florida attorney Gary Ostrow ostentatiously announced he was now willing to represent as many criminally-charged celebrities as would have him. Shortly thereafter, he was mocked by other attorneys who were far less narcissistic or needy.

Filed Under:
gary ostrow,
lawyers, mark
bennett, patrick
zarrelli, reputation
management, scott
greenfield, threats

Months passed and Ostrow was forgotten, as the world does not suffer from a lack of litigation-related stupidity. Unfortunately, it appears Ostrow refused to quit picking at the scab covering his self-inflicted Google wound. Unless Patrick Zarrelli is performing some pro bono work, Ostrow hired *this* motormouth to clean up his search results. (From Zarrelli's Twitter profile.)

Companies:
dependable
website
management

Permalink.



What persuaded Ostrow to hire Zarrelli cannot easily be determined by examining his reputation management "firm's" website. Despite claiming to be for businesses which "only accept the best," the company claims to offer "management plans... renowned for their well roundness, effectiveness, and tech savvy," custom-fit rep management solutions for "just about any budget even for charity's and start-ups," and -- to ensure it's not duped by botnets -- a free quote with a captcha that requires potential customers to prove "Your a human."

A man should not threaten to do things. If you're going to do something, do it. If you're not, don't.

I don't like being threatened. If you happen to threaten me, I will not respond with threats. I will brush it off, or I will strike.

I don't like being grieved. I've been grieved before for the content of my blog. I've even been sued for the content of my blog. Nothing has ever taken. The inconvenience has ranged from piddly to moderate.

I don't like having people tell me what I can and can't say. I'd suffer major inconvenience rather than cave to a censor. There are blogging lawyers who would cower in the face of a grievance threat; I am not one of these lawyers. Defending free speech is what I do for a living; I'm not going to give up my own free speech for convenience's sake.

So when you tried to extort me by threatening to file a grievance against me for the content of my blog, I have to admit that it pushed my buttons. I could have told you that it'd push Greenfield's buttons as well.

As a result, your client's reputation has suffered. You've made it about yourself, and your client's reputation will suffer more because he is yoked to you.

It's not my job to teach you anything, Patrick—that should have been your parents' task—but I offer a pointer for the *other* aspiring reputation managers who might stumble across this post. Because criminal-defense lawyers are the OG reputation managers:

Know your audience. Before you make a run at a guy, figure out what is going to help your client most. You only get one chance to get it right, and if you get it wrong and try to threaten a guy who won't be threatened, you've failed. When it comes to reputation management, success is fleeting, but failure is forever.

marketing. Scott gets up early every morning and writes two or three blog posts about whatever the hell he wants to write about. People read him, and think, or laugh, or become outraged, and they comment and share. There is no call to action, no bragging about his legal talent or his latest win. Scott isn't writing to get clients, he's writing because writers gotta write.

Scott and I both wrote about your purported client [Gary Ostrow](#) because Ostrow did something that was in our respective wheelhouses: he put out a press release claiming to be taking high-profile cases. That press release is [still there](#).

Why would that be interesting to us? Because *not everybody thinks like you and Gary Ostrow do*. Not everyone sees everything as marketing. Some of us think that educating and entertaining, being educated and entertained, are more important than attracting more money.

Anyway, there is no way in the world that pointing and laughing at Gary Ostrow's foolishness (or yours) is going to bring Greenfield or me a single client.

So anyway, I guess that's a digression. A little insight for you.

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That's okay. Most people are more or less like that. People who smoke a lot of weed don't mature; this is not a world that hands things to people on silver platters; most entrepreneurs fail serially.

You called to try to extort me with threats of frivolous grievances. You asked me if I was Greenfield's friend, and I told you I was. I'd never deny that. I hung up on you, and you called back to continue making your threats. You claimed that you knew more free-speech law than me, and I told you not to threaten, but to do it. The rest—SEOing your client's name for advertising—is but a product of your fevered imagination.

Greenfield [wrote a blog post about you this morning](#). One post. The only time he has mentioned your name. He published two hours ago. When I google your name—just <Patrick Zarrelli>—Greenfield's posts comes up in the #5 slot, after your carefully cultivated social-media pages. When I google <Patrick Zarrelli reputation management> it's the first hit. Nobody had to do any SEO to make that happen; I hadn't linked to it until just now. It's just Scott's blog, which Google *absolutely loves*.

Scott's blog has Google Pagerank 6. You do not have anything that compares. His post about you will be at the top of Google search results by the end of the day, and it will stay there for as long as you want to keep playing.

Google loves Scott's blog (and likes mine, but not in that way) because it *isn't* marketing. Scott gets up early every morning and writes two or three blog posts about whatever the hell he wants to write about. People read him, and think, or laugh, or become outraged, and they comment and share. There is no call to action, no bragging about his legal talent or his latest win. Scott isn't writing to get clients, he's writing because writers gotta write.

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Mark W. Bennett @MarkWBennett · 17h

Transcript of Zarrelli's call to @btannebaum.
He seems to have forgotten that the South
Florida Chronicle folded. [dropbox.com](https://www.dropbox.com/s/skm2f3c7vxqq)
[/s/skm2f3c7vxqq](https://www.dropbox.com/s/skm2f3c7vxqq) ...



1



2



[View summary](#)



Mark W. Bennett @MarkWBennett · 20h

Here, for your reading pleasure, is a transcript of Zarrelli's call to Greenfield.

dropbox.com/s/ankyl4ogfr2x ...



↳ 5



5



[View summary](#)



Mark W. Bennett @MarkWBennett · 19h

Contrast this twitter.com/KidChronic32/s

... with "when you guys give me that initial bravado and stuff, it really doesn't scare me at all..."

Patrick Zarrelli @KidChronic32

@MarkWBennett you whole page is about me. your a lawyer. please leave me alone.



13



1



2015.85: Reputation Management Expert Patrick Zarrelli Weighs In

by [MARK BENNETT](#) posted on [OCTOBER 30, 2015](#)

[Thus spake Patrick Zarrelli:](#)

We called you honestly and professionally about our client. We work in cyber bullying, a real field, that's important. You instantly began to swear at me, after admitting that you and Greenfield are friends who support each others blogs for SEO purposes. In this case to SEO under my clients name for advertising. Then when I told you why I called, and you realized you had exposed yourself and Greenfield in possible unethical advertising practices you freaked. Based on this article I cant tell your still angry and its clouding your judgment.

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All it is, is text book, cyber bullying. Posted for no other purpose except to hurt others, and encourage your friends, and fellow unethical marketers, to join in on the personal attack of an honest person.

Bullshit, Zarrelli.

You are not a "professional." You are a born loser trying to muddle by, a socially retarded 36-year-old man-child with a string of failures who is still trying to figure out why the world has stopped handing things to him on a silver platter.

That's okay. Most people are more or less like that. People who smoke a lot of weed don't mature; this is not a world that hands things to people on silver platters; most entrepreneurs fail serially.

Anyway, you might want to get ahead of this one, since if Zarrell makes the same call to [Scott Greenfield](#), all hell is likely to break loose.

Love,

MB.

p.s. [Can you cook?](#)



ABOUT MARK BENNETT

Mark Bennett got his letter of marque from the Supreme Court of Texas in May 1995. He is famous for having no sense of humor when it comes to totalitarianism.

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← [2015.83 DEAN BOLAND'S THREATS
UNTETHERED FROM TRUTH](#)

0 RESPONSES TO *2015.84: DEAR GARY OSTROW*



Patrick says:

Your comment is awaiting moderation.

OCTOBER 29, 2015 AT 8:57 PM

We called you honestly and professionally about our client. We work in cyber bullying, a real field, that's important. You instantly began to swear at me, after admitting that you and Greenfield are friends who support each others blogs for SEO purposes. In this case to SEO under my clients name for advertising. Then when I told you why I called, and you realized you had exposed yourself and Greenfield in possible unethical advertising practices you freaked. Based on this article I cant tell your still angry and its clouding your judgment.

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[REPLY](#)

I don't play well with extortionists, so I told Zarrelli to go ahead and file his grievance. I may have dropped an f-bomb or two—Gary, don't you hate it when people threaten to do stupid things instead of just doing them? I know I do.

Anyway, Gary, I thought you'd like to know that some stupid asshole calling himself Patrick Zarrelli is going around trying to fuck up your reputation while claiming to be your agent. Despite the judgment errors in your past (which are legion—we all make mistakes), I doubt that you are dumb enough to hire this Zarrelli character to try to push me around.

Are you, Gary?

Anyway, you might want to get ahead of this one, since if Zarrelli makes the same call to Scott Greenfield, all hell is likely to break loose.



Mark W. Bennett Retweeted



Scott Greenfield @ScottGreenfield · 3h

Challenge accepted.

Patrick Zarrelli @KidChronic32

Working on a reputation management clients case all day. Never encountered such a rude, unethical shady bunch of... fb.me/4E8LnOlsr



1



1





Mark W. Bennett @MarkWBennett · 2h

.@Tale_Avery What are the chances that engaging with this dude is a Rule One violation?

← ↻ ⌂ ⋮

[View conversation](#)



Mark W. Bennett Retweeted



Scott Greenfield @ScottGreenfield · 3h

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← ↻ ⌂ ⋮



Mark W. Bennett @MarkWBennett · 3h

~Wahhhhh. My extortion attempts failed.~

Patrick Zarrelli @KidChronic32

Working on a reputation management clients case all day. Never encountered such a rude, unethical shady bunch of... fb.me/4E8LnOlsr

← ↻ ⌂ ⋮



Mark W. Bennett @MarkWBennett · 3h

Do you think @attorneygostrow knows that @kidchronic32 is trying to blackmail lawyers on his behalf?

← ↻ ⌂ ⋮



Mark W. Bennett @MarkWBennett · 4h

Google PageRank for:

simplejustice.us: 4

printkiller.com: 1

(Larger numbers better.)

← ↻ ⌂ ⋮



Mark W. Bennett @MarkWBennett · 4h

Sure it is. If I took it down, what would I link to in my next post about Gary Ostrow?

Brian Tannebaum @btannebaum

@MarkWBennett I see it's still up.



Mark W. Bennett @MarkWBennett · 5h

blog.bennettandbennett.com/2013/01/narcis... re Gary Ostrow.

Josh @fectin

@MarkWBennett which post?



Mark W. Bennett @MarkWBennett · 5h

Some dumbass named Zarelli just called to threaten to file a bar grievance against me because of a blog post.





Mark W. Bennett @MarkWBennett · 5h
blog.bennettandbennett.com/2013/01/narcis... re Gary Ostrow.

Josh @fectin

@MarkWBennett which post?



Brian Tannebaum
@btannebaum



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@MarkWBennett I see it's still up.

5:55 PM - 29 Oct 2015



Reply to @btannebaum @MarkWBennett

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DEFENDING PEOPLE » 2015 » OCTOBER » 2015.84: Dear Gary Ostrow

2015.84: Dear Gary Ostrow

» MARK BENNETT » 2015 » OCTOBER 29, 2015

Dear Gary,

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- » 2015.80: #MasculinitySoFragile? Man Up September 24, 2015
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Mark W. Bennett @MarkWBennett · 12m

It's actually about ethics in legal journalism.

Brian Tannebaum @btannebaum

Patrick Zarrelli explains: "All because i called them out for running blogs that don't meet bar standards of ethics for advertising."



1



1



Mark W. Bennett @MarkWBennett · 16m

I just hope he sharpens his crayon.

Mike Whelan @mikewhelanjr

@MarkWBennett @btannebaum Yur gonna regret him not sending it to the editor first.



1



1



Mark W. Bennett Retweeted



Uncle Fester @kinkkink · 25m

Do they throw out any page where the author mixes up your / you're, and probably they're / their / there, also?

Brian Tannebaum @btannebaum

Dude has a 40, no 45 page Bar complaint he's filing tomorrow, and suing, and meeting with lawyers, and.... [twitter.com/mikewhelanjr/s...](https://twitter.com/mikewhelanjr/status/123456789)



1



1



Mark W. Bennett Retweeted



Brian Tannebaum @btannebaum · 29m

Never understood internet reputation management until tonight 1 Call lawyers and threaten them. 2 see more posts. 3 Beg for it all to stop



4



1





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Tweets & replies

Photos & videos



Mark W. Bennett @MarkWBennett · 2m

I'm curious, Patrick: what response do you think is appropriate when someone tries to extort you?

Patrick Zarrelli @KidChronic32

@btannebaum please just leave me alone, i think you guys have done enough damage to my reputation and business tonight.

👍 🔄 ⭐ ⋮



Mark W. Bennett @MarkWBennett · 4m

Gee, now I'm sorry I called you twice to threaten you with frivolous bar complaints. Oh, wait: that was you.

Patrick Zarrelli @KidChronic32

@btannebaum please just leave me alone, i think you guys have done enough damage to my reputation and business tonight.

👍 🔄 ⭐ ⋮



Mark W. Bennett @MarkWBennett · 5m

Patrick pretends not understand that lawyers don't like threats of grievances. Do it or don't, but don't threaten.

Patrick Zarrelli @KidChronic32

@btannebaum How is this a threat? Look you guys can attack me if you want. I dont agree that its ok or ethical.

👍 🔄 ⭐ ⋮

Mark W. Bennett @MarkWBennett · 17m

As a sel-proclaimed expert, he's unsurprisingly bad at social media.

Keith Lee @associatesmind

Honestly, impressed that @KidChronic32 has pushed this far without setting his acct private. But that might be too complicated for him.

👍 17 🌟 2 ...

Mark W. Bennett Retweeted

ThatAnonymousCoward @That_AC · 21m

@MarkWBennett Like it'll be the first time I'll be attached to a defamation case filed in FL...

👍 1 🌟 1 ...

[View conversation](#)

Mark W. Bennett @MarkWBennett · 22m

People, people. Please do not mock @kidchronic32. I do not need codefendants.

👍 17 🌟 1 ...

Mark W. Bennett Retweeted

hedge knight wknightwhoseznee · 23m

.@KidChronic32 Hey if you are going to the bar get me a scotch&soda @MarkWBennett @btannebaum have him get you your drinks too



Mark W. Bennett

@MarkWBennett

Holds the record for votes received in an election by a Libertarian candidate.

Texas, USA

DefendingPeople.com

Joined May 2008

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413 Photos and videos



TWEETS	FOLLOWING	FOLLOWERS	FAVORITES	LISTS
33.5K	877	3,542	1,072	1

Tweets Tweets & replies Photos & videos



Mark W. Bennett @MarkWBennett · 8s
No clue that threatening filing a (triviolous) grievance is threatening. Should have researched me more. 0/10.

Patrick Zarrelli @KidChronic32

@MarkWBennett @TimCushing I called for a client professionally and you lost it. I said I wanted to call BEFORE filing a complaint.



Mark W. Bennett @MarkWBennett · 2m
That's a very nice way of saying, "bring it, motherfucker."

Brian Tannebaum @btannebaum

@KidChronic32 Patrick, I think you should do what you think is right. I'm sure the Bar would love to know who you are and what you are doing

Mark W. Bennett Retweeted

D.M. Bean @dmbean1985 · 8m

@MarkWBennett @KidChronic32 @btannebaum Sociopaths are just ruthless optimizers in social situations.

View conversation

2015.84: Dear Gary Ostrow

by MARK BENNETT on OCTOBER 29, 2015

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Are you, Gary?

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Love,

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- 2015.79: Cook v. Lawyer Tim Sutherland's Attempts to Cover Up Gaslamp Racism September 22, 2015
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2015 81: Campaign to Eliminate Air Hand Dryers September 25, 2015

2015 80: #MasculinitySoFragile? Men Up September 24, 2015

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2015 78: A Taxonomy of Bad Writing September 20, 2015

2015 77: Texas's Hoax-Bomb Law September 19, 2015

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Bill Poser on 2015 81:

2015.84: Dear Gary Ostrow

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October 25, 2015
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- 2015.81 Campaign to
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September 25, 2015
- 2015.80
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■ Citron's Baby on

1. PBUL

2. Davis is refusing to issue any marriage licenses; she argued that her refusal to issue licenses caused only an incidental burden on the (gay and straight) plaintiffs' right to marry because they could go to one of the surrounding counties for a license 
3. There may be other factors of which we are not aware — for example, someone may be promising her some benefit for staying in jail, or threatening some detriment for not doing so. But these are just parts of the three major variables: P, J, and F. 
4. The injunction was against Davis in her official capacity; when she is no longer the Rowan County Clerk, the injunction no longer applies to her. 

replied via ATFEQUKLELD 1 COMMENT
— OTHER POSTS

DEFENDING PEOPLE.

Defending People.

HOWARD S. GORDON, ATTORNEY AT LAW
BOSTON, MASSACHUSETTS
DISCLAIMER

Disclaimer

Criminal-defense lawyers like me get paid lots of money to help people make decisions that will affect them for the rest of their lives. Our advice, when given, is based on a thorough understanding of the facts as well as years of experience dealing with the infinite nuances of the law.

If you make decisions that will affect your future based on things you've read on a website, you're an idiot. Don't blame me.

If you call me after you screw things up, it's going to cost five times what it would have cost you before.

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- 2015.81 Campaign to Eliminate Air Hand Dryers September 25, 2015
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2015.83 Dean Boland's Threats Untethered From Truth

by MARK BENSNETT posted on OCTOBER 25, 2015

I did not enter into any agreement called a "deferred prosecution agreement" nor even words to that effect. This statement is false and defamatory and damaging to my professional reputation.

I never entered a deferred prosecution agreement with the government. This statement is defamatory and causing me real, financial harm which is calculable.

—Dean Boland, October 2015.

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- 2015.77: Texas's Hoax-Bomb Law September 19, 2015
- 2015.76: Citron's Baby is Unconstitutionally Ugly. Says Koppelman September 15,

Kinda like Gary Ostrow.

Does anyone believe that issuing a press release announcing that he "has firmly stated that he will take on any celebrity criminal case, regardless of the severity of the accusation" and that he "is confident that his unparalleled experience and courtroom savvy can help defend the rights and freedom of high-profile stars" will actually get him more celebrity criminal cases? Does Ostrow? I doubt it. Celebrities generally choose the lawyers their agents or managers recommend, and agents and managers, while they often choose unwisely, aren't likely to choose a lawyer based on a self-serving press release.

Ostrow knows, though, that there is a special class of potential clients who want to believe their cases are high-profile, because **they want them to be high-profile.** These potential clients want to be celebrities, because they believe that celebrities get the best of everything.

We call these potential clients "narcissists."

File Ostrow's bid to get more clients under "affinity marketing."

(Apropos of celebrity:



*While I'm not averse to subjecting myself to ridicule—it's good for my ego—I try to avoid deserving it.

ABOUT MARK BENNETT



Mark Bennett got his letter of marque from the Supreme Court of Texas in May 1995. He is famous for having no sense of humor when it comes to totalitarianism. [View all posts by Mark Bennett](#) →

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ARIZONA CRIBS HIS ONLINE IMPROBATION
STATUTE FROM TEXAS, STEEL
ENCOUNTERS

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- 2015 81 Campaign 10 Eliminate Air Hard Drivers September 25, 2015
- 2015 80 #MasculinitySoFragile? Man Up September 24, 2015
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Narcissists Who Need Narcissists...

by MARK BENNETT posted on JANUARY 4, 2011

HOUSTON, TX – Criminal-defense lawyer Mark Bennett has recently announced his intention to take on representation of all rich people charged with crimes in the state of Texas, effective immediately. Recognizing that the filthy rich often face an unfair bias in the courtroom, Bennett, a Houston, Texas lawyer, seeks to acquit any and all rich people wrongfully charged with serious crimes.

No, not really.

It might be nice to corner the market on wrongfully accused fat cats, and even if such a press release didn't net me a single additional affluent person (why would it?), non-rich clients like to imagine that rich people get better representation, so I might get more clients of average means. But I wouldn't do it because issuing a press release like that would subject me to well-deserved ridicule* as a narcissistic asshole.

Kinda like Gary Ostrow

Kinda like [Gary Ostrow](#).

Does anyone believe that issuing a press release announcing that he “has firmly stated that he will take on any celebrity criminal case, regardless of the severity of the accusation” and that he “is confident that his unparalleled experience and courtroom savvy can help defend the rights and freedom of high-profile stars” will actually get him more celebrity criminal cases? Does Ostrow? I doubt it. Celebrities generally choose the lawyers their agents or managers recommend, and agents and managers, while they often choose unwisely, aren’t likely to choose a lawyer based on a self-serving press release.

Ostrow knows, though, that there is a special class of potential clients who want to believe their cases are high-profile, because **they want them to be high-profile**. These potential clients want to be celebrities, because they believe that celebrities get the best of everything.

Patrick and the Goforth

Murder September 2, 2015

■ 2015.72: Black Lives, Cop

Lives, Dangerous Rhetoric

August 31, 2015

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Mark W. Bennett

February 8, 2014 at 10:53 pm

Weird. You write like a coked-up lawyer.



← Profiting from Harassment

My Voice Will Go with You

Sidney Rosen

New \$9.73

Best \$1.59

Impro for Storytellers

Keith Johnstone

New \$25.34

Best \$9.27

Free Play

Stephen Nachmanovi...

New \$11.94

Best \$0.01

Brain Rules

John Medina

New \$15.00

Best \$0.01

The Writers Journey

Christopher Vogler...

New \$14.21

Best \$10.06



BTR @BTR1701 · 3h

@KidChronic32 @TimCushing I guess when your profile gets high enough you morph from a lawyer to an "attorney".



[View conversation](#)



Corporate Magic, Inc and 3 others followed you

4h



Mark Lyon @markhlyon · 5h

I wonder, at what point, @KidChronic32 decided that him tweeting a nonstop stream of headlines was what the world needed.



Troika @swordofthestate · 7h

So what's it like being a complete clown? @KidChronic32



Tim Cushing Retweeted you

11h

Oct 29: Gary Ostrow, a High Profile Fort Lauderdale Attorney, has successfully represented former Miami Dolphin National... fb.me /7vNAnP2Vq



Regan LLM favorited a Tweet you were mentioned in

12h

Oct 30: @AsherLangton @KidChronic32

A feeding frenzy
Of mean cyber bullying
Calling the lawyers



MikeDrop @SmuggieMike · 15h

@KidChronic32 hey dude. You are hilarious. Never change, keep making those calls.



Shetland E Ferus favorited a Tweet you were mentioned in

Oct 31

Oct 30: So @KidChronic32 still hasn't left me a personalized voicemail threat and I feel very left out. Is there a 976 number I have to call?



Enzyme @TheMBAEsquire · Oct 31

Breaking: @KidChronic32 to change his name to #AtChronicFailure. Sums up his threats. #Late but LMAO. @MarkWBennett @TimCushing @btannebaum



[View conversation](#)

SHG

Post author

October 30, 2015 at 9:15 am

There was just way too much stupid to fit into one post. Zarrelli is a bottomless pit of shit, which always speaks well of someone selling reputation management.

[Reply](#) ↓

Jack

October 30, 2015 at 11:24 am

No, everything he said sounded totally legit. You luddite lawyers simply don't understand the breadth and scope of the destruction that people like Patrick Zarrelli can rain down on your puny slice of internet. If you knew anything at all about his impressive blogs per day of work, you would back off. These things never turn out well for you...

[Reply ↓](#)

SHG Post author

October 30, 2015 at 11:28 am

Yeah, I'll take my chances.

jill mcMahon

October 30, 2015 at 12:24 pm

Drone. 😞

[Reply ↓](#)

Vin

October 30, 2015 at 8:50 am

This is better than Jerry Springer and Dr Phil put together.

[Reply ↓](#)

SHG Post author

October 30, 2015 at 9:13 am

I'm thinking more Barney the Dinosaur.

[Reply ↓](#)

Keith Lee

October 30, 2015 at 9:07 am

Watching this since last night has been monumentally painful. This guy is a Class A loon.

I'm still finding all types of nonsense he's left all over the web.

[Reply ↓](#)

SHG Post author

October 30, 2015 at 9:11 am

I would if I could figure out a delivery method.

[Reply ↓](#)

CJD

October 30, 2015 at 9:30 am

Not only would I be forced to also file a bar complaint against you here in Texas...er...I mean where you are in NY, for unethical trading of foodstuffs for clients, but I would also have to file an FDA complaint for serving popcorn that has been tainted with the bullshit of someone like Zarrelli, since there would be no way to guarantee that my popcorn dispenser could "read the code" to separate his drivel from the actual food.

(Seriously, once he "reads all the code"? Its one thing to claim to be able to do something that you aren't smart enough to realize can't be done, but its another to be IN the website business and then make such a moronic threat. Note for Zarrelli: once you "weave all the code together" to find my identity and location, please drop by for a swift kick to the nuts.)

[Reply ↓](#)

SHG Post author

October 30, 2015 at 9:34 am

And the FDA guys have guns, you know. I take for granted that it's kinda obvious to everyone that he's talking gibberish, and certainly wouldn't insult the devs here by explaining techno-nonsense to them.

[Reply ↓](#)

Jack

October 30, 2015 at 11:24 am

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[Reply ↓](#)

SHG Post author

October 30, 2015 at 9:11 am

Hey, it's not like I said I ever suffered fools gladly.

[Reply ↓](#)

Mort

October 30, 2015 at 9:45 am

Or at all.

Ever.

[Reply ↓](#)

RicG

October 30, 2015 at 8:47 am

Honestly, if you just installed a 'get popcorn' button at the top of this blog you could triple your income easily.

[Reply ↓](#)

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[Reply ↓](#)

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This entry was posted in [Uncategorized](#) on [October 30, 2015](#) by [SHG](#).

[← The Hanlon's Razor Defense](#)

[The Trial Tax: Worse Than You Thought →](#)

35 comments on "Did Gary Ostrow Hit Bottom? Enter Patrick Zarrelli @Kidchronic32"

REvers

October 30, 2015 at 8:30 am

Wow. That phone message makes him sound like a real badass.

Excuse me, I meant dumbass. I haven't had enough coffee yet.

[Reply ↓](#)

Mort

October 30, 2015 at 8:36 am

My tolerance for stupid is limited these days.*

These days?

[Reply ↓](#)

SHG Post author

October 30, 2015 at 9:11 am

Hey, it's not like I said I ever suffered fools gladly.

[Reply ↓](#)

Mort

October 30, 2015 at 9:45 am

Or at all.

Ever.

[Reply ↓](#)

A man should not threaten to do things. If you're going to do something, do it. If you're not, don't.

I don't like being threatened. If you happen to threaten me, I will not respond with threats. I will brush it off, or I will strike.

I don't like being grieved. I've been grieved before for the content of my blog. I've even been sued for the content of my blog. Nothing has ever taken. The inconvenience has ranged from piddly to moderate.

I don't like having people tell me what I can and can't say. I'd suffer major inconvenience rather than cave to a censor. There are blogging lawyers who would cower in the face of a grievance threat; I am not one of these lawyers. Defending free speech is what I do for a living; I'm not going to give up my own free speech for convenience's sake.

So when you tried to extort me by threatening to file a grievance against me for the content of my blog, I have to admit that it pushed my buttons. I could have told you that it'd push Greenfield's buttons as well.

As a result, your client's reputation has suffered. You've made it about yourself, and your client's reputation will suffer more because he is yoked to you.

It's not my job to teach you anything, Patrick—that should have been your parents' task—but I offer a pointer for the *other* aspiring reputation managers who might stumble across this post. Because criminal-defense lawyers are the OG reputation managers:

Know your audience. Before you make a run at a guy, figure out what is going to help your client most. You only get one chance to get it right, and if you get it wrong, and try to threaten a guy who won't be threatened, you've failed. When it comes to reputation management, success is fleeting, but failure is forever.

It's not my job to teach you anything, Patrick—that should have been your parents' task—but I offer a pointer for the *other* aspiring reputation managers who might stumble across this post. Because criminal-defense lawyers are the OG reputation managers:

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Did Gary Ostrow Hit Bottom? Enter Patrick Zarrelli @Kid-chronic32

41 Comments

It happened again. When you think a desperate lawyer has finally realized that he can't be have like trash online and will mend his ways, he manages to find a new, as yet unplumbed depth of poor choices. Florida lawyer, Gary Ostrow, has had his struggles with some very bad personal choices.

But if Patrick Zarrelli is any indication, then Ostrow has gone from very bad to monumentally idiotic. Zarrelli claims to be handling Ostrow's reputation management, which is apparently his latest effort to make a buck following the crash and burn of his curious attempt to wear big boy pants by publishing something called the South Florida Chronicle. One disaster foretells the next.

Grock

October 30, 2015 at 2:02 pm

His pitch of his mad internet skillz on Facebook seems to have gone missing. Cleanup in isle three.

I love how he "believes" something is illegal therefor it is illegal. How adorable.

[Reply](#) ↓

Nigel Declan

October 30, 2015 at 2:11 pm

I wonder if his pitch to Ostrow was that he could make him, in effect, the next Barbara Streisand.

[Reply](#) ↓

SHG

Post author

October 30, 2015 at 2:12 pm

If so, he earned his fee.

Reply ↓

Pingback: [Lawyer Hires Internet Tough Guy to Silence Internet Tough Guys](#)

Todd Thompson

October 30, 2015 at 4:20 pm

Wow. This kid is truly pathetic. His "company" Dependable Website Management advertises graphic design services, but a Google Image reverse lookup reveals that his graphics are stolen from other websites. This video gives you an idea of the asswipe's mad skillz. His webcam is set to mirror mode so you can't read the promotional materials he holds up. A truly sad specimen.

https://www.youtube.com/channel/UCDU1PMIdTJE07YAgUJf_8jw

Of course, Bennett, Greenfield, and Tannebaum just posted Zarrelli's emails and voicemails — as they should — along with a healthy dose of their own posturing and now the blawgosphere smells like a high-school locker room and I can't breathe.

[[/r/Lawyers](#)]

Featured image: “Portrait of two smiling muscular men flexing biceps” from Shutterstock.

 Legal News

 reputation management



twitter mark w bennett



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About 3,040,000 results (0.62 seconds)

Mark W. Bennett (@MarkWBennett) | Twitter

<https://twitter.com/MarkWBennett>

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Because guys are picky in the Wilshire lobby? twitter.com/mistressmatis...

16 hours ago

Cc @Cernovich not just you. twitter.com/cocacola/stat...



Brian Tannebaum (@btannebaum) | Twitter

<https://twitter.com/btannebaum>

Brian Tannebaum Retweeted Mark W. Bennett. When did this happen, while I was at lunch? <https://twitter.com/MarkWBennett/status/660190395226198016> ...

You've visited this page 3 times. Last visit: 10/28/15

(Zarrelli, despite his extensive, disproven background in web design, social media, and reputation management -- still seems to find the subtle differences between "your" and "you're" have eluded his otherwise pristine business acumen. [Also "to/too," "hear/here" and pretty much every other homonym he banged out on his keyboard during his Facebook ranting/Twitter self-emasculatation.]

On top of that, his rep management skills skillz seem to include the creation of fake positive reviews.

Combative management takes steps to fight back against poor reviews by flooding the internet with positive reviews of your company. Even though negative statements cannot be erased, we can make them almost impossible to find, buried under glowing positivity and reviews that will bring customers flocking to you. We'll push those negative results straight from the first page of search results into places that no one will ever look.

This is Gary Ostrow's savior.

YOU'LL FULLY BELIEVE WHAT HAPPENS NEXT.

Apparently believing himself to be the first person to walk the internet, Zarrelli began calling up lawyers who had written pieces critical of Ostrow's celebrity legal services and making a bunch of vague, but completely stupid threats. The first person he called was New York defense attorney Scott Greenfield, who -- like everyone else he contacted -- knows his way around the First Amendment and bogus threats.

When Zarrelli called and launched into his pitch of his mad internet skillz and how I would have to take down posts about Ostrow or face his wrath, a bar discipline complaint, I told him to "go for it, asswipe." My tolerance for stupid is limited these days.

Zarrelli is nothing if not persistent. Unwilling to take "go for it, asswipe" for an answer, he called up other lawyers who had written about Ostrow -- again, lawyers who also had limited tolerance for idiots and idiotic threats.

Apparently, after I hung up on him, he called Dan Hull (who called to share his fun trolling this kid, who informed Hull that he was going to destroy his firm) and Mark Bennett, threatening him as well with a grievance if he didn't succumb to Zarrelli's overwhelming power.

Greenfield has the recording of Zarrelli's long-winded threats posted to his site. It's definitely worth a listen, especially as he claims his websites have "25 million views" and name-drops relatives like anyone cares. (Also, "my family is riddled with high-end lawyers." [?])

Bennett, however, was First to Post.

Well, actually second. In a breather between threatening phone calls, Zarrelli took to Facebook to air his complaints to a more receptive audience. The full thing is worth a read, but here are some of the better bits.

Never encountered such a rude, unethical shady bunch of attorneys in my life. These guys literally wrote a negative article about a colleagues press release, just so they could tag in an arrest from his past to it, in an attempt to enter his search results and steal his business.

[...]

The thing that's interesting about attorneys like this, is that they think they understand the internet and its laws, even though what they actually know about the internet could fit into a thimble. The truth is they were out of law school before the internet was even invented!

[...]

[I]n the real world they have a better understand of our complex laws and can use that to their advantage to bully people.

[I]n the real world they have a better understand of our complex laws and can use that to their advantage to bully people.

However on the internet, this means absolutely nothing, since the internet essentially is governed by no one. Moreover the internet is one of the most well documented places on the planet, and if you know how to read the code you can track and map out anything.

The internet's innate ability to thoroughly document stuff is coming back to bite Zarrelli. He's nuked his Facebook post, but it has been archived and **screenshotted**. His threatening phone calls have been posted to a blog with a high page rank, **as well as Soundcloud**. Everything is indeed well-documented -- something Zarrelli clearly overlooked when "engaging" others on behalf of his client.

Anyway, Mark Bennett took to his blog to detail his "discussion" with Zarrelli. His words were no kinder than Greenfield's.

I don't play well with extortionists, so I told Zarrelli to go ahead and file his grievance. I may have dropped an f-bomb or two—Gary, don't you hate it when people threaten to do stupid things instead of just doing them? I know I do.

Anyway, Gary, I thought you'd like to know that some stupid asshole calling himself Patrick Zarrelli is going around trying to fuck up your reputation while claiming to be your agent. Despite the judgment errors in your past (which are legion—we all make mistakes), I doubt that you are dumb enough to hire this Zarrelli character to try to push me around.

Zarrelli also called attorney Brian Tannebaum, offering up the same litany of vague threats and stupidity. Then, he briefly engaged with his critics on Twitter, offering more threats, some half-hearted braggadocio and -- finally -- something that sounded like a playground bully suddenly realizing his supposed victims aren't actually scared of him.



to late millions have seen it im suing you tomorrow. your a bad lawyer and person. leave me alone!!!!

Bennett has also published a follow-up post that's going to do little to change Bennett's reputation as a "bad person" who should just leave the person who picked the fight "alone."

You are not a "professional." You are a born loser trying to muddle by, a socially retarded 36-year-old man-child with a string of failures who is still trying to figure out why the world has stopped handing things to him on a silver platter.

A professional in the reputation management business might have performed a little due diligence before threatening lawyers who a) know the law and b) are used to being threatened by stupid people. Someone who claims to know the SEO world inside and out might have realized attacking influential blogs and websites is about the worst thing you can do for a client's "reputation."

Greenfield wrote a blog post about you this morning. One post. The only time he has mentioned your name. He published two hours ago. When I google your name—just "Patrick Zarrelli"—Greenfield's posts comes up in the #5 slot, after your carefully cultivated social-media pages. When I google "Patrick Zarrelli reputation management" it's the first hit. Nobody had to do any SEO to make that happen; I hadn't linked to it until just now.

It's just Scott's blog, which Google absolutely loves.

Scott's blog has Google Pagerank 6. You do not have anything that compares. His post about you will be at the top of Google search results by the end of the day, and it will stay there for as long as you want to keep playing.

Zarrelli is finished in the reputation management business. I wouldn't shed any tears, though. He clearly didn't belong in it. Ostrow's reputation has also taken another hit, despite (presumably) paying Zarrelli to patch it up. Instead of helping his client, Zarrelli burned both of their reputations to the ground with a few short phone calls and utilized the power of social media to salt the earth. Well done, Mr. Zarrelli. Time to switch to Career Path B.

Reader Comments (rss)

(Flattened / Threaded)

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1.  Ryan Jones, Oct 30th, 2015 @ 12:11pm

pagerank

Hilarious example of not NOT to do ORM - but we need to stop talking about pagerank. It's a dead metric, hasn't been updated in a long time and won't ever be updated again.

[[reply to this](#) | [link to this](#) | [view in thread](#)]

2.  MikeVx (profile), Oct 30th, 2015 @ 12:14pm

Typo patrol

Given that one listed homonym is actually not really one (hear/hear), it sounds like someone applauding a point. Perhaps (hear/here) would work better.

Even accidental approval should be avoided hear. :-)

[[reply to this](#) | [link to this](#) | [view in thread](#)]

3.  Anonymous Coward, Oct 30th, 2015 @ 12:35pm

No, the reputation management industry can keep him. We don't need him screwing up another industry by switching to his plan B.

[[reply to this](#) | [link to this](#) | [view in thread](#)]

4.  Anonymous Coward, Oct 30th, 2015 @ 12:36pm

cough cough

Daaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaamn son.

[[reply to this](#) | [link to this](#) | [view in thread](#)]

5.  MDT, Oct 30th, 2015 @ 12:45pm

Glass Houses

Always funny when the author is in a glass house and tosses off a flash-bang grenade. :)

[[reply to this](#) | [link to this](#) | [view in thread](#)]

6.  Anonymous Coward, Oct 30th, 2015 @ 12:52pm

"Even though negative statements cannot be erased..."

Don't worry. If the European Union has anything to say about it, this sort of "reputation management" will soon become as easy as sending a notice.

[[reply to this](#) | [link to this](#) | [view in thread](#)]

7.  Anonymous Coward, Oct 30th, 2015 @ 12:54pm

Reputation management is someone who wants to lie to the world hiring someone to lie on their behalf, which is a great basis for a working relationship as neither can trust the other.

[[reply to this](#) | [link to this](#) | [view in thread](#)]

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8.  Anonymous Coward, Oct 30th, 2015 @ 12:56pm



Er... how about an edit to the article title?

> Reputation Management Bro Destroys He And His Client's Reputation With Threatening Phone Calls To Defense Lawyers

Perhaps instead...

Reputation Management Bro Destroys His, And His Client's, Reputation With Threatening Phone Calls To Defense Lawyers

.... unless you really mean "... Destroys HE and His Client's...", that is, "High Explosive".

[[reply to this](#) | [link to this](#) | [view in thread](#)]

9.  DannyB (profile), Oct 30th, 2015 @ 1:01pm



Flooding the net with positive reviews

Even though negative statements cannot be erased, we can make them almost impossible to find, buried under glowing positivity and reviews that will bring customers flocking to you. We'll push those negative results straight from the first page of search results into places that no one will ever look.

It seems that about a decade ago this was similar to what "SEO" companies were promising. To game Google's algorithm to make your web site go to the top of the search results.

Naturally Google altered their algorithms to compensate for this nonsense and make such gaming go to the very bottom of their search results.

SEO companies sued Google. "How dare Google make its search engine return useful results, instead of my client's site!"

Similarly, how dare Google return negative posts instead of the positive posts this clown is flooding the net with.

[[reply to this](#) | [link to this](#) | [view in thread](#)]

10.  Just Wondering, Oct 30th, 2015 @ 1:06pm



Is "screenshotted" a real word? :-)

[[reply to this](#) | [link to this](#) | [view in thread](#)]

11.  Anonymous Coward, Oct 30th, 2015 @ 1:10pm

101 65 33 17

On its way up...

> Scott's blog has Google Pagerank 6. You do not have anything that compares. His post about you will be at the top of Google search results by the end of the day, and it will stay there for as long as you want to keep playing.

The Simple Justice blog post was #5. Now is #3, above even the Zarrelli LinkedIn profile. #4 if you count "images for Patrick Zarrelli".

[[reply to this](#) | [link to this](#) | [view in thread](#)]

12.  Anonymous Coward, Oct 30th, 2015 @ 1:36pm

101 65 33 17

Google and most tech news sites' refusal to question anything they do is a good example of reputation management "working".

[[reply to this](#) | [link to this](#) | [view in thread](#)]

13.  That Anonymous Coward ([profile](#)), Oct 30th, 2015 @ 1:38pm

101 65 33 17

Sooo much popcorn...

I was only seeing part of this (I don't follow all of the lawyers, but saw enough) and my absolutely favorite moment was when the clue lightbulb over seobro's head slowly started lighting up.

That moment when he understood that he had shot past fucked at ludicrous speed & was actively making it worse with every passing tweet. STAAAAHP cried seobro as he took a breath to notice that he'd managed screw his client(s), his company, himself and perhaps digging to find the bottom of the quicksand wasn't a good play. Seeing the realization that he'd screwed up down on him was a wonderful moment.

[[reply to this](#) | [link to this](#) | [view in thread](#)]

14.  Anonymous Coward, Oct 30th, 2015 @ 1:50pm

101 65 33 17

Just goes to show, (not so) great minds think alike.

Apparently Career Path B is news headline parrot.

[[reply to this](#) | [link to this](#) | [view in thread](#)]

15.  sophisticatedjanedoe ([profile](#)), Oct 30th, 2015 @ 1:53pm

LOL 101 65 33 17

Insider

Re:

I screenshot the sheriff, but I didn't screenshot no deputy.

[[reply to this](#) | [link to this](#) | [view in thread](#)]

16.  Anonymous Coward, Oct 30th, 2015 @ 2:55pm

101 65 33 17

My tolerance for stupid is limited these days.

Correction: My tolerance for stupid from people who are not fellow lawyers is limited these days.

[[reply to this](#) | [link to this](#) | [view in thread](#)]

17.  sophisticatedjanedoe ([profile](#)), Oct 30th, 2015 @ 3:08pm

101 65 33 17

Insider

SEO is the homeopathy of the digital world

[[reply to this](#) | [link to this](#) | [view in thread](#)]


17.  sophisticatedjanedoe (profile), Oct 30th, 2015 @ 3:08pm

 401  66  33 

insider

SEO is the homeopathy of the digital world

[[reply to this](#) | [link to this](#) | [view in thread](#)]

18.  nEEt, Oct 30th, 2015 @ 3:46pm

 401  66  33 

An article like this on an Internet tough guy deserves a Navy Seal copypasta:

What the fuck did you just fucking say about me, you little shit? Ill have you know I graduated top of my class in the Navy Seals, and Ive been involved in numerous secret raids on Al-Quaeda, and I have over 300 confirmed kills. I am trained in gorilla warfare and Im the top sniper in the entire US armed forces. You are nothing to me but just another target. I will wipe you the fuck out with precision the likes of which has never been seen before on this Earth, mark my fucking words. You think you can get away with saying that shit to me over the Internet? Think again, fucker. As we speak I am contacting my secret network of spies across the USA and your IP is being traced right now so you better prepare for the storm, maggot. The storm that wipes out the pathetic little thing you call your life. Youre fucking dead, kid. I can be anywhere, anytime, and I can kill you in over seven hundred ways, and thats just with my bare hands. Not only am I extensively trained in unarmed combat, but I have access to the entire arsenal of the United States Marine Corps and I will use it to its full extent to wipe your miserable ass off the face of the continent, you little shit. If only you could have known what unholy retribution your little clever comment was about to bring down upon you, maybe you would have held your fucking tongue. But you couldnt, you didnt, and now youre paying the price, you goddamn idiot. I will shit fury all over you and you will drown in it. Youre fucking dead, kiddo.

[[reply to this](#) | [link to this](#) | [view in thread](#)]

19.  Whoever, Oct 30th, 2015 @ 4:09pm

 401  66  33 

"SEO": the Internet's own version of snake oil

Let's face it, SEO is snake oil. Pure and simple.

Effectiveness can't be measured. There are so many other factors that affect ranking.

Any possible bump in ranking will be short term. Google employs lots of smart people to ensure that page ranking is accurate and fair. As soon as someone releases an SEO plugin for Wordpress/Joomla/etc., I expect that Google has people download it, analyse it and neutralize any rank inflation that it might provide.

As soon as I see anyone offering SEO as a primary product, I immediately view them as snake-oil salesmen.

[[reply to this](#) | [link to this](#) | [view in thread](#)]

20.  Anonymous Coward, Oct 30th, 2015 @ 4:44pm

 411  66  33 

Re: On its way up...

Aaaand now the Simple Justice post is #1. Good work Patrick, we all knew you could do it.

[[reply to this](#) | [link to this](#) | [view in thread](#)]

21.  Anonymous Coward, Oct 30th, 2015 @ 5:29pm

 401  66  33 

Re:

No. Only 'screenshot' is real and valid no matter what anyone might say to the contrary, dammit.

[[reply to this](#) | [link to this](#) | [view in thread](#)]

21.  Anonymous Coward, Oct 30th, 2015 @ 5:29pm

Re:

No. Only 'screenshot' is real and valid no matter what anyone might say to the contrary, dammit.

[[reply to this](#) | [link to this](#) | [view in thread](#)]

22.  Mark Wing, Oct 30th, 2015 @ 6:29pm

According to "Oh, Snap: The Flowchart" he got served.

As far as SEO being snake oil, I mostly agree. There is some good SEO, but it's mostly just called good content. And there's definitely a such thing as negative SEO. And it could even involve lots of reputation management as google's analytics get smarter. And Google is pretty up front about the big picture level things it looks for.

Having someone try to game your search rankings usually doesn't help, and it can also come back to bite you on the ass, though usually in a less spectacular fashion than this.

But if you managed to game it for now, congrats; you better look over your shoulder for those evolving analytics that can see through your facade and fuck you just as fast as they up ranked you.

There are a few genuine SEO "tricks". For example, I've learned that Google really likes high resolution photos. You can almost say "blah blah blah [topic]" and it will be kind to you for that topic if you have lots of photos, using its juju to determine if you are an authority on [topic]. That is one trick I will give up.

Honestly, I think if you focus on being awesome, then everything else like SEO will click into place. And if you suck, then no amount of SEO will make you not suck--get a day job.

[[reply to this](#) | [link to this](#) | [view in thread](#)]

23.  Andrew Lee, Oct 31st, 2015 @ 12:01am

Your a bad lawyer and person. leave me alone!!!

Yeah well, you're shirt are stupid.



Mark W. Bennett @MarkWBennett · Oct 30

New Defending People post: 2015.85:
Reputation Management Expert Patrick
Zarrelli Weighs In bit.ly/1M5r9dG



↳ 4



5





Mark W. Bennett @MarkWBennett · Oct 30

Is it too much to ask that your “reputation management” guy be acquainted with the Streisand Effect?



17 14



23





Mark W. Bennett @MarkWBennett · 24h

Now I'm hungry.

Trigger Warning @joelfine

@MarkWBennett I hear dead squirrels filled with honey are especially effective.

Retweet 2



Mark W. Bennett @MarkWBennett · 24h

At the slightest whiff of entitlement all bets are off.

Mike Cernovich @Cernovich

Best advice is ask nicely. Mark and I took down posts when guy called, admitted error, and asked nicely!

@MarkWBennett @KidChronic32

Retweet 2



Mark W. Bennett @MarkWBennett · 1d

I AM CALLED EDITH. FIRE UP SOME WIRESHARK. GOVERN YOURSELF ACCORDINGLY.

Retweet 2



Mark W. Bennett @MarkWBennett · Oct 30

"Fire up some Wireshark." kek



Rich @butonage

@KidChronic32 @MarkWBennett We here for ya, fam. Let us know if we need to fire up some Wireshark.

Retweet 2



Mark W. Bennett @MarkWBennett · Oct 30

If you really want to catch flies, there's nothing quite like a dead squirrel.



Mark W. Bennett @MarkWBennett · 22h

Zarrelli doesn't understand that the people who can actually do the things that he pretends he can do don't talk about it.



5



Mark W. Bennett @MarkWBennett · 22h

I'm Zaprudering Zarrelli's call to to @ScottGreenfield, and I'm pretty sure he says "disreputation management."



3





Mark W. Bennett @MarkWBennett · 10m

I'm curious, Patrick: what response do you think is appropriate when someone tries to extort you?

Patrick Zarrelli @KidChronic32

@btannebaum please just leave me alone, i think you guys have done enough damage to my reputation and business tonight.

Retweet icons



Mark W. Bennett @MarkWBennett · 7m

Gee, now I'm sorry I called you twice to threaten you with frivolous bar complaints. Oh, wait: that was you.

Patrick Zarrelli @KidChronic32

@btannebaum please just leave me alone, i think you guys have done enough damage to my reputation and business tonight.

Retweet icons



Mark W. Bennett @MarkWBennett · 8m

Patrick pretends not understand that lawyers don't like threats of grievances. Do it or don't, but don't threaten.

Patrick Zarrelli @KidChronic32

@btannebaum How is this a threat? Look you guys can attack me if you want. I dont agree that its ok or ethical.

Retweet icons

Mark W. Bennett Retweeted



Brian Tannebaum @btannebaum · 27m

Patrick, @KidChronic32 the stalking violence case in Broward, case number DVCE13006434, is that you or another Patrick Zarrelli?

Retweet icons

[View conversation](#)



Mark W. Bennett @MarkWBennett · 19m

As a sel-proclaimed expert, he's unsurprisingly bad at social media.

Keith Lee @associatesmind

Honestly, impressed that @KidChronic32 has pushed this far without setting his acct private. But that might be too complicated for him.

Patrick Maupin

October 30, 2015 at 11:41 am

I've seen and heard a lot of people like this guy. The shtick actually works with many more people than you would think it would, because far too many people subconsciously assume that confidence is backed with competence.

I can't imagine it getting very far in most courts of law, though. We need a new term that conflates the Peter Principle and Dunning-Kruger. Kruger-Dun-Petered-Out?

[Reply ↓](#)

Fubar

October 30, 2015 at 12:24 pm

My friend Rachel from Blogholder Services said she is trying to call you with this important message:

Improving your blawg's reputation
needs my deep and profound cogitation.
For my personal advice
at a great bargain price,
you must promise no defenestration!

[Reply ↓](#)

SHG Post author

October 30, 2015 at 12:27 pm

Such a nice, gal, Rachel. Not good with answering questions, but otherwise compelling.

[Reply ↓](#)

Tim Cushing

October 30, 2015 at 12:30 pm

"my family is riddled with high-end lawyers..."

Now, THERE'S a turn of phrase.

[Reply ↓](#)

Mort

October 30, 2015 at 1:34 pm

Much like one might be riddled with disease...

[Reply ↓](#)

CJD

October 30, 2015 at 11:43 am

I don't have his phone number, but I'm pretty sure it's in his daytime TV commercials during All My Children.

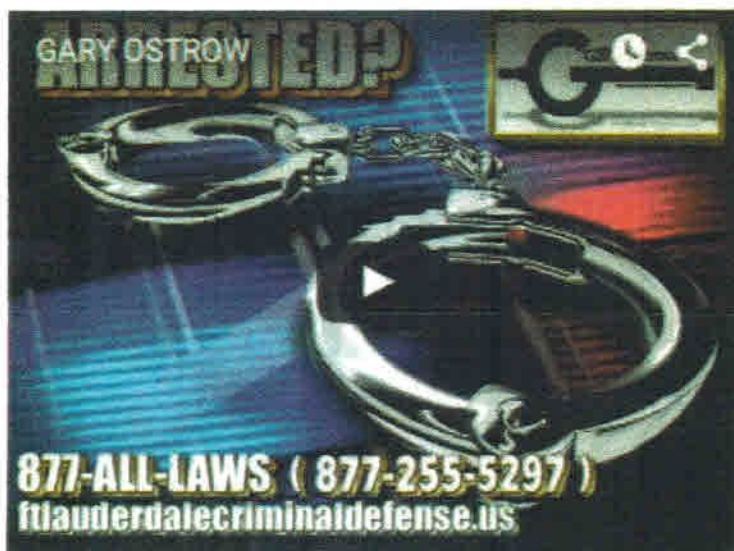
-Fixed

[Reply ↓](#)

SHG Post author

October 30, 2015 at 11:46 am

I'll be damned. You're right.



[Reply ↓](#)

CJD

October 30, 2015 at 12:07 pm

The best part? I just assumed he had one; didn't even go look. Classic. I'm gonna guess this one runs during daytime on the CW and BET, not All My Children on ABC.

[Reply ↓](#)

Brian Cuban

October 30, 2015 at 1:28 pm

Lame commercial. He needs to talk to the Texas Law Hawk.

[Reply ↓](#)