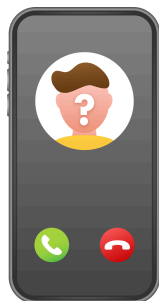


SCAMS ARE CONSTANTLY EVOLVING, AND EACH COMES WITH ITS OWN COMMON CHARACTERISTICS. SCAMMERS OFTEN BYPASS YOUR INTELLIGENCE BY USING CLEVER TRICKS AND EMOTIONAL MANIPULATION TO GET YOU TO AGREE.

MOST SCAMS SHARE THESE THREE TRAITS:



UNEXPECTED
CONTACT



SENSE OF
URGENCY



HEIGHTENED
EMOTION

Establishing camaraderie and trust: *faking vulnerability, mirroring hobbies/values/interests*

Exploiting fear of loss: *introducing artificial deadlines, FOMO on big opportunities in finance or real estate, delivery returns or subscription cancellations*

Offering flattery to engage interest: *ego stroking in investments, exploiting expert participation in fake partnerships and contracts, preying on social media vanity*

Using scare tactics for immediate financial demands: *claiming to know where you live, threatening bodily harm, calling relentlessly, extortion and blackmail*

Seducing through emotional connection: *love-bombing & attention, early declarations of love or deep friendship, appearing to be everything you ever wanted*

Intimidating with threats of legal consequences: *IRS audits, jail time, phony debt collection, fake utility disconnections, deportation or visa cancellation*

Creating anxiety about security threats: *government and law enforcement imposters, fake bank alerts, tech support and malware warnings, family member emergency impersonation*

Fraudsters will play on basic human feelings like fear, love, and trust to get what they want.



RECOGNIZE RED FLAGS FOR SCAM ATTEMPTS (INCLUDING OUT-OF-THE-BLUE CONTACT, IMMEDIACY AND AN ATTEMPT TO ELICIT ANXIETY OR EXCITEMENT).



Find more helpful information at www.RogerSGreen.com