

RED FLAGS: THE 8 TELLS

EVERY SCAM HAS A TELL.

SPOT THE PATTERN BEFORE YOU ACT



01

URGENCY



"WITHIN 24 HOURS." "NOW."

Real institutions send letters, not countdowns.

02

SECRECY



"DON'T TELL ANYONE."

The people who need your silence are people robbing you.

03

A NEW CHANNEL



"NEW NUMBER." BANK CALLING.

Real contacts use the channel you already have.

04

PAYMENT YOU CAN'T REVERSE



GIFT CARDS. WIRE. CRYPTO. CASH.

Legitimate businesses do not take Apple gift cards. None.

05

A LINK YOU DIDN'T ASK FOR



PACKAGE. REFUND. TOLL TEXTS.

If you did not request it, do not tap it.

06

TOO-PERFECT TIMING



"FRAUD ALERT" AFTER SHOPPING.

Scammers send millions. Timing luck is their business model.

07

EMOTION FIRST



PANIC. ROMANCE. JACKPOT.

Feelings are the payload. Details would ruin it.

08

YOU "WON"?



YOU NEVER ENTERED.

Then you did not win anything. Full stop.

THE RULE THAT ENDS THE CONVERSATION

ONE TELL:

SLOW DOWN.

TWO TELLS:

IT'S A SCAM.

BETTER TO BE OVERCAUTIOUS THAN WRONG EVERYTIME