

## 02/17/2023: 7 TACTICS CRIMINALS USE TO PERPETRATE FRAUD



Many people believe they're too smart to be taken in by a scam. **But scammers rely on sophisticated psychological and emotional manipulations – not your intellect - to get you to say yes.** "You don't have to be a fool to be fooled," says one psychology expert. "These people are using tactics and strategies that all of us are susceptible to." They weaponize universal human instincts such as fear of loss, love and trust in others. Here are some of their techniques:

1. **SCAMMERS ESTABLISH CAMARADERIE** – They parrot back the target's religion, politics, military background, or life situation to get the target to feel "wow - he's just like me", which leads them to lower their defenses. Example: "Your husband passed away? My wife passed away last year, too – it's been so hard."
2. **SCAMMERS PLAY ON YOUR AVERSION TO LOSS** – They encourage the feeling of FOMO (Fear Of Missing Out), pushing people into acting fast. Example: "You won the sweepstakes! You're rich! But if you don't act right now....."
3. **SCAMMERS FLATTER YOU** – Love bombing and frequent praise creates a fake sense of connection and trust. Example: "I can tell you're smart, you know so much about finance, so you know how much money you can make in crypto if done right, and I can help".
4. **SCAMMERS MAKE YOU FEEL ANXIOUS** – There are so many existential fears, it's easy to tempt people into thinking - what does it take to make this fear go away? Example: "This malware means your bank account has been compromised. Someone could easily steal from you now unless you get my help right now."
5. **SCAMMERS CREATE INSTANT TERROR** – When you're afraid, the emotional part of your brain takes over the cognitive part. Emotions kick in and logic is pushed out. Example: "Grandpa, help! I've been arrested and need bail money down here in Mexico – hurry!"
6. **SCAMMERS SEDUCE YOU** – They share (fake) things about themselves to get you to do the same. It progresses and becomes more serious, creating a fake sense of closeness or love. Example: "I love talking to you. I haven't felt this close to someone in so long."
7. **SCAMMERS INTIMIDATE YOU** – They present themselves as a feared authority (law enforcement, IRS officer, Medicare rep, etc.). They spoof their caller ID and try to scare you from the jump. Example: "I'm with the police – you missed jury duty again. Pay a \$900.00 fine right now or we're coming to your house and taking you to jail."

**So what's your best defense? Slow down. Don't react emotionally. Step back and look at it logically. Don't do anything impulsively. Ask someone around you that you trust for help.**