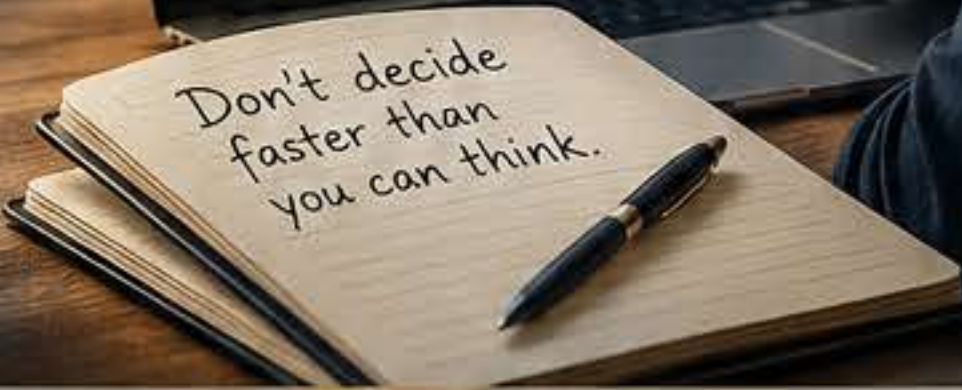


NEVER LET HOPE BECOME YOUR EVIDENCE

Better Decisions. Stronger Businesses. Brighter Futures.



THE LESSON

Opportunities energize us. But excitement can cloud judgment. Scammers know this. They don't attack your computer first.

They attack your judgment.

Smart decisions protect your time, your money, and your future.

THE SCAM PLAYBOOK: HOW IT WORKS (AND WHY IT WORKS)



1. THE HOOK

You receive an inquiry that looks legitimate. The project sounds good. The client seems real. Hope takes over.



2. THE TRUST

They provide just enough legitimate information—documents, details, maybe a sample—to build your confidence.



3. THE SHIFT

After they've gained your trust, the conversation changes. They need you to send money—upfront, on their behalf, or for “urgent” reasons.



4. THE PAYOFF

You send the money. The payment is fake, reversed, or the request leads to more payments. You lose money and time.



5. THE GOAL

Scammers don't attack your computer. They attack your judgment.



WARNING SIGNS

- ✗ Free email accounts (Gmail, Yahoo, etc.)
- ✗ Requests to move conversation off email
- ✗ Unnatural urgency or pressure
- ✗ Poor grammar or unusual phrasing
- ✗ Requests to send money upfront
- ✗ Too little information about the business
- ✗ Payment methods that don't make sense

Not every inquiry is a scam.
But every inquiry deserves questioning.



YOUR BEST RESPONSE

- ✓ Slow the process down
- ✓ Ask better questions
- ✓ Verify independently
- ✓ Look for reasons to doubt
- ✓ Protect your time and money

Time and evidence
are better than hope.



THE BIGGER LESSON

Every decision you make shapes your business. Hope feels good. Evidence builds strong decisions. When you trust the facts, you protect your business—and your future.

Ask. Learn. Connect. Grow.



QUICK REMINDERS

- 🔍 Question everything
- 🛡️ Verify before you act
- 🕒 Protect your time
- 💰 Make decisions with evidence

“ Hope is what gets us started.
Evidence is what keeps us winning.”