

# Personal Scam Exposure Map

## How to Use This Document

This worksheet is designed to help you identify your personal exposure points to scams and social engineering. Scammers target busy, successful professionals by exploiting speed, trust, and visibility. The goal of this document is to slow you down, make you aware of where you are exposed, and help you build habits that act as a firewall.

Fill this out honestly. The more detail you provide, the more powerful this map becomes. Keep this document private and review it regularly to track improvements in your security posture.

## Step 1: Where Am I Visible?

- ☐ LinkedIn (profile, posts, comments, connections)
- ☐ Instagram (profile, stories, tags, highlights)
- ☐ X / Twitter (profile, posts, replies, threads)
- ☐ TikTok (profile, videos, comments)
- ☐ Facebook (profile, photos, groups, events)
- ☐ YouTube (channel, comments, subscriptions)
- ☐ Podcasts (guest appearances, mentions)
- ☐ Conference / Industry bios (speaker pages, event programs)
- ☐ Company website (bio, team page, press releases)
- ☐ Emerging social platforms (Threads, Discord, Telegram, WhatsApp groups)
- ☐ Reddit / Quora (posts, comments, answers)
- ☐ Public financial apps (Venmo, CashApp visibility)

## Step 2: What Do Scammers Learn About Me?

Income level / spending habits: \_\_\_\_\_

Job title / company role: \_\_\_\_\_

Travel habits / locations: \_\_\_\_\_

Hobbies, passions, causes: \_\_\_\_\_

Personal details (family, school, etc.): \_\_\_\_\_

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## Step 3: Who Are My 'Weak Links'?

Assistant / EA: \_\_\_\_\_

Spouse / partner: \_\_\_\_\_

Kids / parents: \_\_\_\_\_

Finance team / accountant: \_\_\_\_\_

Other: \_\_\_\_\_

## Step 4: What's My Biggest Vulnerability?

- ☐ Loneliness / social isolation
- ☐ Moving too fast (urgency)
- ☐ FOMO (fear of missing out on opportunities)
- ☐ Trust in authority figures
- ☐ Desire to appear sophisticated
- ☐ Other: \_\_\_\_\_

## Step 5: Lockdown Action Items

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_

## Next Steps

Completing this worksheet is the beginning of your defense strategy. Review your exposure map quarterly to account for new social platforms, job changes, or family circumstances. Discuss your findings with a trusted partner, spouse, or advisor so you're not the only one aware of the risks.

Consider pairing this with:

- A monthly digital hygiene checklist (password resets, privacy settings).
- Scam response drills with your assistant or team.
- Ongoing education to stay alert to evolving fraud tactics.

By practicing this regularly, you transform scam awareness from a one-time exercise into a lasting wealth skill.