



— A FIELD GUIDE CAROUSEL —

Your voice costs zero dollars to clone.

The System *Map*



How five family defenses
defeat six attacker tactics.

SWIPE →

Learn the map your family needs.



02 — HOW TO READ THIS

Every attack uses the same six *tactics.*

Whether it's a voicemail, a text, a video call, or a phone scam — attackers draw from the same six manipulation tactics.

THE SIX TACTICS

- 01 **Channel Control**
"Stay on this line/app/number"
- 02 **Callback Sabotage**
"My phone is broken, call this instead"
- 03 **Urgency Manufacture**
"Before the bank closes — in ten minutes"
- 04 **Authority Projection**
They know names, titles, and processes
- 05 **Social Proof**
"Three other parents already paid"
- 06 **Isolation Pressure**
"Don't tell your parents or anyone"

Next: five defenses that defeat them.



03 — FAMILY DEFENSE 01

01

The Safe Word

A family rule

USE THIS WHEN

When someone claims to be family and asks for money or to pick up your child.

WHAT TO DO

Ask them the safe word. If they hesitate or question why you're asking, it's not them.

THE ACTUAL WORDS

"Before we go further — what's our word?"

DEFEATS

Authority Projection · Callback Sabotage



02

The Callback Rule

A family rule

USE THIS WHEN

When any urgent request arrives through a channel you weren't expecting.

WHAT TO DO

Hang up. Find the number you already had saved. Call that one — never the one in the message.

THE ACTUAL WORDS

"Let me call you back on the number I have saved."

DEFEATS

Channel Control · Callback Sabotage · Authority Projection



03

The Financial Delay

A family rule

USE THIS WHEN

When anyone asks for money urgently through an unusual channel — wire, gift cards, Venmo, Zelle.

WHAT TO DO

Say: "I need to call you back before I do anything." Real requests survive the wait. Scams escalate.

THE ACTUAL WORDS

"I can't do anything in the next hour. I'll call you back."

DEFEATS

Urgency Manufacture · Social Proof



04

The Pickup Protocol

A family rule

USE THIS WHEN

When a school, activity, or daycare says someone new is picking up your child today.

WHAT TO DO

Call the school on a number you already have. Check if the pickup list was officially updated.

THE ACTUAL WORDS

"I'll call the school directly. Hold on."

DEFEATS

Authority Projection · Urgency Manufacture



05

The Freeze Word

A family rule

USE THIS WHEN

When your child is told "don't tell your parents" or feels pressured by an adult or message.

WHAT TO DO

Teach them the word. Tell them they never have to explain why they said it.

THE ACTUAL WORDS

"Umbrella." (Then the trusted adult calls the parents.)

DEFEATS

Isolation Pressure



What still works. What attackers *cannot reach.*

- **Long conversations**

Voice clones degrade in real-time. Unexpected questions break them apart.

- **Spontaneous video**

Real-time video deepfakes produce artifacts on unscripted movement.

- **In-person verification**

An attacker cannot be in two places. Physical proximity breaks every scam.

- **Private family memory**

Your safe word. The inside joke. The memory never posted online.



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the plan you practiced
is the plan that works.*

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