

# The One-Hour Defense Plan

One afternoon, mostly free. Cheaper than one crisis. Calendar it this week.



## 1. Claim every profile — even platforms you don't use

20 min

Google Business Profile, Yelp, Facebook, Instagram, Nextdoor. An unclaimed profile is an open door for impersonators.



## 2. Set a Google Alert for your business name

5 min

google.com/alerts — free early warning: you hear about the fake post before your customers ask about it.



## 3. Turn on two-factor authentication everywhere

15 min

Email, bank, social accounts. The single best defense against account takeover — non-negotiable.



## 4. Write your response plan while calm

20 min

Who checks reviews weekly? Who responds to a false post — and in what tone? Decide now, not mid-crisis.

## SPOT THE SCAM — SIX PLACES TO LOOK

### ! Sender address

Hover — don't trust the display name.

### ! Urgency

"Within 24 hours or your listing is removed."

### ! Links

Does the URL match the real company, exactly?

### ! The ask

Gift cards, wire transfers, "verify" your password.

### ! Too-perfect personalization

Knows your name, cites your reviews — AI makes this cheap.

### ! Payment redirection

"We've changed our bank details." Verify by phone, always.

**The golden rule: when in doubt, don't click — call the company on the number you already have.**