

“Dirty Dozen”

1. **Business Opportunities**
2. **Bulk E-Mail**
3. **Chain Letters**
4. **Work-At-Home Schemes**
5. **Health and Diet Scams**
6. **Effortless Income**
7. **Free Goods**
8. **Investment Opportunities**
9. **Cable Descrambler Kits**
10. **Guaranteed Loans or Credit on Easy Terms**
11. **Credit Repair**
12. **Vacation Prize Promotions**



**Concord Police Department
1350 Galindo Street
Concord, California 94520
925-671-3184**

Scams and Cons



The Dirty Dozen

The FTC names it the 'Dirty Dozen': Twelve Scams Most Likely To Arrive Via Bulk E-Mail

- 1. Business Opportunities** make it sound easy to start a business with claims of earnings of up to \$1,000 per day.
 - ◆ **The Scam:** This is an illegal pyramid scheme posing as a legitimate opportunity.
- 2. Bulk E-Mail** solicitations offer to sell you lists of e-mail addresses to which you can send your own bulk solicitations. Some offer software that automates the sending of e-mail messages.
 - ◆ **The Problem:** Sending bulk e-mail violates the terms of service of most Internet service providers. You could be shut down by your Internet service provider for using an automated e-mail program. If you use a false return address, you could land in legal hot water. Few legitimate businesses use bulk e-mail.
- 3. Chain Letters** are always illegal. The fact that a recipe or mailing list may be changing hands in the transaction does not change the legality of the scheme.
- 4. Work-At-Home Schemes** promise steady income for minimal labor. A company may require a large investment with promises of buying products or using your services.
 - ◆ **The Scam:** You pay a fee to get started, then learn there is no real employment. After spending the money and putting in the time, you will likely find promoters refuse to pay, claiming your work isn't up to their "quality standards".

- 5. Health and Diet Scams** include diets without exercise, herbal formulas that liquefy your fat cells, or cures for all aches & pains, as well as a cure for hair loss.
 - ◆ **The Scam:** These gimmicks don't work. Weight loss requires reduction in calories and an increase in physical activity.
- 6. Effortless Income** offers unlimited profits exchanging money on world currency markets – the secret of making \$4,000 per day.
 - ◆ **The Scam:** If this worked, everyone would be doing it. The thought of easy money may be appealing, but success generally requires hard work.
- 7. Free Goods** are offered if you join a club. You actually pay for the right to earn income by recruiting other participants, but the payoff is in goods, not money.
 - ◆ **The Scam:** This is a pyramid scheme that ultimately will collapse. Almost all the payoff goes to the promoters not the participants.
- 8. Investment Opportunities** promise outrageously high rates of return with no risk. Often promoters operate a particular scam for a short time, quickly spend the money they take in, then close down before they can be detected, then reopen under another name, selling another scam.
 - ◆ **The Scam:** These schemes eventually collapse because there isn't enough money coming in to continue simulating earnings.
- 9. Cable Descrambler Kits** supposedly allow you to receive cable television

transmissions without paying any subscription fee.

- ◆ **The Scam:** The device you build probably won't work. What's more, even if it does work, stealing service from a cable television company is illegal – It Is Stealing!
- 10. Guaranteed Loans or Credit, on Easy Terms** are usually said to be offered by offshore banks. These offer home-equity loans (require no equity in your home), or unsecured credit cards, regardless of credit history. Sometimes they are combined with pyramid schemes, which offer you an opportunity to make money by attracting new participants to the scheme.
 - ◆ **The Scam:** The home equity loans turn out to be useless lists of lenders who will turn you down if you don't meet their qualifications. The promised credit cards never come through and pyramid schemes always collapse.
 - 11. Credit Repair** scams offer to erase accurate negative information from your credit file so you can qualify for a credit card, auto loan, home mortgage or job.
 - ◆ **The Scam:** The scam artists who promote these services can't deliver. Only time, a deliberate effort, and a personal debt repayment plan will improve your credit. Lying on a loan or credit application is fraud.
 - 12. Vacation Prize Promotions** are among some very appealing scams.
 - ◆ **The Scam:** Often the cruise ship looks like a tugboat; hotel accommodations are shabby and you may be required to pay more for an upgrade. Scheduling the vacation at the time you want may also require an additional fee.