

4. Spending an hour or two every six months seems much more manageable in comparison.

Transition: You now know three easy steps to avoid cyber crime. However, one comment I saw again and again in my questionnaire was "I'm not really worried about it." If you are not worried about it you may not implement these steps. I don't necessarily want you to be "worried," but by understanding real life consequences I am hoping you will be concerned enough to take action. Let's examine some real life consequences.

Visualization Step

- I. **[Negative Visualization]** To help you understand just how damaging cyber crime can be on an individual level, I'm going to tell you about what happened to Mat Honan.
 - A. In August of 2012, Mat wrote an article for Wired magazine about several hackers who had stolen his account information (Honan, 2012).
 - B. By gaining access to his iCloud account, they were able to steal his Twitter information, delete his Google account, and remotely wipe his phone and computer.
 - C. Worst of all, he said he lost documents, e-mails, and pictures of his newborn daughter that were not saved anywhere else (para 3.)
 - D. [Motive Appeal - Fear] He said "in the space of one hour, my entire digital life was destroyed" (para. 1).
- II. **[Positive Visualization]** As I mentioned earlier, more than 40% of the attacks investigated by Verizon were made possible by poor password choice.
 - A. Picking better passwords and changing them often is not very difficult.
 - B. [Motive Appeal - Health] A few hours of your time is all it takes to greatly reduce your risk and give yourself peace of mind.

Transition: Here is what you should do to protect yourself.

Conclusion/ Action Step

- I. **[Summary]** Today I have tried persuading you on the need to protect yourself from cyber crime.
 - A. First, I talked about how dangerous cyber crime is.
 - B. Second, I talked about the best way to prevent cyber crime, through passwords.
 - C. Lastly, you should feel confident about staying protected with a simple password change.
- II. **[Action Step]** Next time you are at your computer, go through and change each of your passwords.
 - A. Make sure that they are longer than 14 characters.
 - B. Finally, make a note on your calendar to change your passwords in six months.
 - C. Don't reuse passwords for multiple websites.
- III. Bad password habits are like bad car repairs. The consequences aren't immediate, but they will catch up to you eventually [Simile]. In contrast, good password habits will protect you and give you peace of mind.