



Deepfake Celebrity Investment Videos on Facebook and YouTube

Why that famous face promising big returns is a deepfake — and how to walk away.

————— **An Extended Guide · No. 1620 · SAFETY** —————

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SUMMARY

The 60-Second Version

If a famous person — a TV host, a billionaire, a beloved actor — appears in an online video urging you to put money into a special platform or 'guaranteed' opportunity, treat it as a scam, full stop. Real celebrities and real financial firms do not recruit strangers through Facebook ads and YouTube clips promising fast riches. The video can look and sound completely real and still be a computer-made fake.

- 1 You see a celebrity video promising big, fast, or 'guaranteed' returns.
- 2 Do not click the link, fill in the form, or leave your phone number.
- 3 Assume it is a deepfake — no matter how real the face and voice look.
- 4 Never let a 'broker' or 'advisor' who calls you install anything or see your screen.
- 5 Talk to someone you trust, or your real bank, before moving a single dollar.

WATCH OUT

The giveaway is never the quality of the video. It is the promise. 'Guaranteed,' 'risk-free,' 'act now,' and 'limited spots' are the language of fraud, no matter whose face says them.

1. Why I Wrote This One

Because these videos are getting good enough to fool anyone.

In more than thirty years of helping folks here in Portage County with their computers and phones, I have watched scams change their costumes many times. The newest costume is the most convincing one yet: a video of a famous, trusted person — a morning-show host, a well-known investor, a movie star — looking right at the camera and telling you about an investment that will change your life. The face moves naturally, the voice is theirs, and it feels like a personal tip from someone you have trusted for years.

It is a fake. Not a real endorsement that went wrong, not a misunderstanding — a video built by a computer to put familiar words in a familiar mouth. I am writing this guide because these fakes have crossed the line from 'a bit off' to 'genuinely hard to tell,' and the old advice of 'look for the clumsy editing' no longer protects you. The good news is that you do not need to spot the fake at all. You need one simple rule about money, and I will give it to you plainly.

We will go slowly. First, what these videos are and why they exist. Then, exactly how the scam unfolds after you click, because the video is only the front door. Then the one rule

that keeps your savings safe, the warning signs in the pitch itself, and what to do if you have already given out your number or your money. No fear, no shame, no rush.

TIP

If you have an investment account or a nest egg you are proud of, this is the guide to share with your spouse and your adult children, so the whole household knows the rule before a slick video ever shows up.

2. What a Deepfake Really Is

The plain-English version of the technology.

A deepfake is a photo, video, or audio clip that a computer has made or altered to show a real person saying or doing something they never actually said or did. The computer studies lots of footage of a person — easy to find for any celebrity — and learns their face and voice well enough to generate new, fake footage on demand. The result is a clip that never happened, starring someone who never agreed to be in it.

For scammers, celebrities are the perfect raw material. There are hours of public video of any famous person to learn from, and their faces carry instant trust. When a scammer can make a trusted anchor appear to personally recommend a 'platform,' they borrow a lifetime of credibility that person built, and aim it straight at your wallet. The celebrity has no idea it is happening, and often spends real effort trying to get these fakes taken down.

It helps to hold two facts together. First, the fakes are good and getting better, so you should not count on your eyes to catch them. Second, a fake video cannot change the underlying truth about money: there is no secret platform, endorsed by a star, that quietly makes ordinary people rich with no risk. That truth is your anchor, and it does not move no matter how convincing the video gets.

GOOD TO KNOW

Deepfakes are the same family of technology as the voice clones used in phone scams. If you have read my voice-cloning guide, this is the video cousin of the same trick.

3. Where You'll Meet These Videos

They go where your attention already is.

These videos are not hiding in dark corners of the internet. They are bought and placed as ordinary-looking advertisements and posts right inside the apps you already enjoy, because that is where your trust and your attention live. You are most likely to run into one while scrolling Facebook, watching YouTube, or reading the news online.

- A 'sponsored' video in your Facebook feed, often shared from a page with a slightly-off name.
 - An advertisement before or during a YouTube video, or a fake 'news interview' clip.
 - A post that looks like a legitimate news story, with a familiar logo copied onto it.
 - A comment or message pointing you to a 'free masterclass,' app, or trading group.
 - A fake live-stream claiming a celebrity is 'giving away' crypto if you send some first.
- Because they ride inside trusted apps and copy the look of real news, they borrow an air of legitimacy they have not earned. Seeing something in your normal feed does not mean a platform has checked it and found it honest. Scam ads slip through the biggest, most reputable sites every single day, and the companies remove them only after people have already seen and clicked them.

WATCH OUT

A real news logo or a 'sponsored' label does not make an investment pitch real. Scammers copy logos freely, and paying for an ad does not mean anyone verified its claims.

4. How the Scam Unfolds After You Click

The video is only the front door.

It is important to understand that the celebrity video is just the bait. The real machinery starts after you click or leave your phone number. Typically, you land on a slick page and are asked to register with your name, email, and phone number for a 'limited opportunity.' Within minutes to a day, a friendly, professional-sounding 'broker' or 'account manager' calls you. This person is the heart of the scam.

They walk you through opening an account and making a small first deposit — often modest, to seem safe. A dashboard then shows your money growing impressively. That dashboard is fake; the numbers are whatever they type. Encouraged by the 'gains,' you are coaxed into depositing more, sometimes much more, and talked out of your doubts with

warmth and urgency. Some victims are even guided to install screen-sharing software so the 'advisor' can 'help,' which hands over control of their device and accounts.

The trap springs when you try to withdraw. Suddenly there are taxes, fees, or 'verification deposits' required before you can take anything out — more money in, nothing ever out. Eventually the calls stop, the website vanishes, and the account is gone. Understanding this arc matters, because the rule that protects you is aimed at the very first step: do not let the front door open at all.

WATCH OUT

A real investment lets you withdraw your own money. Any platform that demands new fees or taxes before releasing your funds is stealing from you — that pattern is the scam, not a hurdle.

5. The One Rule That Protects Your Savings

You don't have to judge the video at all.

Here is the whole defense in one sentence: you never move money because of something you saw in an online video or because a stranger who contacted you said to. That is it. It does not matter whether the face was real, whether the returns looked amazing, or how kind the broker sounded. If the opportunity came to you through a social-media video, an ad, or an unsolicited call or message, the answer is no.

This rule is powerful for the same reason the phone callback is powerful: it does not depend on your spotting the fake. The scammers pour all their skill into making the video and the broker convincing. They cannot make it true that strangers hand retirees easy riches. So you sidestep the entire contest. You let the slickness wash past you and hold the simple line about where legitimate opportunities come from — and it is never a surprise video in your feed.

If an opportunity genuinely interests you, bring it to earth before any money moves. Close the app. Talk to a licensed financial professional you found independently, or to your own bank, or to a trusted family member. Look up the company through official regulators, not through a link the video gave you. A real opportunity survives that daylight. A scam cannot.

WATCH OUT

Make a family money rule: no investment decision happens the same day it is seen, and never from a link or a caller. Sleeping on it and checking independently kills almost every one of these.

6. The Warning Signs in the Pitch Itself

Forget the face — listen to the promise.

Because you cannot rely on the video looking fake, train your ear on the pitch instead. Legitimate investing is slow, boring, and full of honest warnings that you could lose money. Scams sound the opposite. When you hear the language below, you are almost certainly looking at fraud, whoever appears to be saying it.

- 'Guaranteed' or 'risk-free' returns — honest investments never guarantee gains.
- Big, fast profits: doubling your money in weeks, or a fixed high return every month.
- Pressure and scarcity: 'act now,' 'limited spots,' 'the window closes tonight.'
- A personal 'account manager' who calls often and wants to stay very close to you.
- Requests to pay by cryptocurrency, wire transfer, or gift cards.
- Any request to install software so they can 'help you set it up' on your screen.

Notice that none of these require you to judge a pixel of the video. They are about the shape of the offer. A famous face reciting any of these lines is a famous face being puppeted by a thief. Let the promise, not the picture, be the thing you evaluate.

GOOD TO KNOW

Real financial professionals are legally required to discuss risk and are generally happy for you to take your time. Pressure to hurry is itself a sign you are not dealing with one.

7. Why Cryptocurrency Shows Up So Often

Understanding the favorite payment method.

Many of these schemes funnel you toward cryptocurrency, and it is worth knowing why, because the pattern itself is a warning. Cryptocurrency is money that moves fast, reaches anywhere in the world, and is extremely hard to reverse once sent. For a scammer, that is close to perfect: by the time you realize the money is gone, it has already changed hands several times and left the country.

The pitch often has you move ordinary dollars into crypto first, 'to invest,' sometimes through a real exchange so the early steps feel legitimate, and then on to the scammer's platform or wallet where it quietly disappears. Some victims are directed to cryptocurrency machines in gas stations or stores, feeding in cash while the 'advisor' stays on the phone. The familiarity of the store does not make the transaction safe.

The simple takeaway: an unsolicited 'opportunity' that steers you into cryptocurrency, especially with a helpful stranger coaching you through the mechanics, is a very strong sign of a scam. Legitimate retirement investing almost never asks a newcomer to start buying crypto at a machine because a broker on the phone said to.

WATCH OUT

If anyone ever has you feeding cash into a cryptocurrency machine while they stay on the line, stop and hang up. That exact situation is almost always a scam in progress.

8. The 'Account Manager' Who Becomes Your Friend

The human part of the con is the most dangerous.

People often picture a scam as a crude, obvious trick. These are not. The broker who calls you is trained to be likeable, patient, and reassuring. They will remember your grandchildren's names, ask about your day, and sympathize with your worries. Over days or weeks they build a real feeling of friendship and trust, which is exactly what makes their 'advice' so hard to refuse when they suggest depositing more.

This warmth is a tool, not a kindness. The friendlier and more attentive an unsolicited financial contact is, the more carefully you should hold your line, because that attention is an investment the scammer is making in a larger payout. A real financial professional you hired does not need to become your daily confidant, and will not be hurt or offended when you want to slow down, ask questions, or involve your family.

If a doubt ever creeps in, test it in the cleanest way possible: tell them you will not move any more money until you have spoken with your own bank or a family member. A legitimate contact will respect that instantly. A scammer will push back, discourage it, or try to rush you past it — and that reaction tells you everything you need to know.

TIP

Decide in advance that no online 'broker' becomes an exception to your family money rule. The closer they get, the more the rule is protecting you.

9. Protecting the Rest of the Household

One slick video can reach anyone.

These scams do not only target one kind of person. The celebrity used is chosen to fit the audience: a famous investor for one crowd, a beloved entertainer for another, a tech billionaire for a third. That means everyone in the household, of any age, can be the one who stumbles onto the perfect-seeming video. The protection works best when it is a shared family rule rather than one person's private caution.

Have a short, friendly conversation. Agree together that the family does not invest based on online videos or unsolicited calls, that no money decision happens the same day it is seen, and that anyone can bring a tempting offer to the group for a sanity check with no embarrassment. Framing it as a rule everyone follows removes the sting and makes it easy for a tempted person to pause.

Pay special attention to anyone going through a lonely or stressful stretch — a recent loss, isolation, money worries. Scammers are skilled at sensing and exploiting exactly those moments, and a patient 'advisor' offering both friendship and hope can be powerfully appealing. A caring family that checks in is one of the best defenses there is.

GOOD TO KNOW

Loneliness and a wish to provide for family are not weaknesses — they are human. Scammers target them precisely because they are so common. Looking out for one another closes that door.

10. If You've Already Given Your Number

No money gone yet — here's how to shut it down.

Maybe you clicked and entered your details but have not deposited anything, or a 'broker' has started calling. That is a very good place to stop, and you can shut it down cleanly. You are under no obligation to this person, you owe them no politeness, and you do not have to explain yourself. The simplest, strongest move is to go quiet and disengage entirely.

- 1 Stop answering their calls and messages. You may block the number; expect them to call from new ones.
- 2 Do not deposit any money, and never install software or share your screen with them.
- 3 If you gave an email or phone number, be alert for more scam calls and messages aimed at you now.
- 4 Warn your family that you were targeted, so they are ready if the scammers try a different angle.
- 5 Report the ad or video to the platform, and report the scam attempt to the authorities (see my reporting guide).

WATCH OUT

Once you are on a 'responded' list, expect more attempts, including a later call offering to 'recover' money for a fee. Treat every such follow-up as another scam.

11. If You've Already Sent Money

Act fast and calmly — speed matters most.

If you have already deposited funds, take a breath, because the next hour is about action rather than blame. These operations are run by organized professionals and have fooled sharp, successful people, so there is no shame in having been drawn in. What matters now is moving quickly, because speed is sometimes the difference between recovering money and losing it for good.

- 1 Call your bank or card company immediately, say it was an investment scam, and ask them to try to stop or reverse the payments.
- 2 If you sent cryptocurrency, contact the exchange or platform you used right away; acting fast occasionally helps.
- 3 Stop all further payments, including any 'tax' or 'fee' demanded to release your 'profits.'
- 4 Change the passwords on your financial accounts, especially if you ever shared your screen or installed anything.
- 5 Write down names, numbers, websites, and amounts while fresh, and report it to the authorities and the platform.

GOOD TO KNOW

Recovery is never guaranteed, but it is far more likely the sooner you call. Do not let embarrassment delay the one call to your bank that might still help.

12. Reporting It — and Why It Helps

Your report protects the next person.

Reporting a scam can feel pointless when the money is already gone, but it genuinely matters. Reports help investigators link cases together, give platforms the evidence to pull fake ads, and warn others before they click. You do not need to have lost money to report; reporting an attempt is valuable too. It takes only a few minutes and it turns a bad experience into something that helps your neighbors.

- Report to the Federal Trade Commission at [ReportFraud.ftc.gov](https://reportfraud.ftc.gov) — the national clearinghouse for scams.
- Report online investment and crypto fraud to the FBI at ic3.gov, their internet-crime complaint center.
- Contact the Ohio Attorney General's consumer protection line at 800-282-0515 or through ohioattorneygeneral.gov.
- Use the 'report ad' or 'report post' tools inside Facebook and YouTube to flag the fake video itself.

I have a separate, step-by-step guide on reporting to the FTC, the FBI, and the Ohio Attorney General, with exactly what to write down and expect. If the reporting steps feel overwhelming, that is a perfect thing to call me about — I am glad to sit with you and help you file.

13. The Old Tells — Still Worth a Glance

Clues that sometimes catch a weaker fake.

While I never want you to rely on spotting the fake, there are still clues that sometimes give a weaker deepfake away, and noticing one can confirm your instincts. Just remember that a polished fake may show none of these, so the absence of flaws proves nothing. Use them as a bonus, never as your test.

- Lips that do not quite match the words, especially on close sounds.
- A face that stays oddly still, or eyes and blinking that look slightly wrong.
- Audio that sounds a touch flat or has strange pauses and emphasis.
- Edges around the face or hair that shimmer or blur when the head moves.
- A page name, web address, or 'news' logo that is subtly misspelled or off-brand.

If you spot one of these, trust it and walk away. But if the video looks flawless, walk away just the same. The money rule does not care whether the fake was clumsy or perfect, and

neither should you.

14. Why Even Smart People Fall for This

Understanding it removes the shame.

I want to say this plainly, because shame keeps people from acting and from asking for help. The people who fall for these are not foolish. They are often careful, intelligent, and experienced. What gets them is a combination the scam engineers on purpose: a trusted face, a believable story, a patient friend on the phone, a dashboard showing gains, and just enough early 'success' to quiet doubt. Anyone can be caught in the right moment.

The scam also leans on hope. Many targets are not greedy; they are trying to stretch a fixed income, leave something for grandchildren, or recover from a setback. Those are good and decent motives, and the scammer twists them. Recognizing that the con is engineered to beat good judgment, not just poor judgment, is what lets you forgive yourself or a loved one and move straight to protecting what is left.

So if this has touched your family, set the blame aside. The useful questions are simple ones: what can we stop now, who do we need to call, and what rule will keep it from happening again. That is a conversation I am always happy to be part of.

GOOD TO KNOW

Shame is the scammer's friend, because it keeps victims silent and alone. Talking about it openly, without judgment, is part of how families recover and protect each other.

15. A Quick Word on 'Recovery' Scams

When the second scammer offers to fix the first.

There is a cruel follow-up worth naming. After someone loses money to an investment scam, they are often contacted by someone new who claims to be able to recover the lost funds — a 'recovery agent,' a 'fund,' even someone posing as a government investigator. For an upfront fee, or your account details, they promise to get your money back. It is another scam, frequently run by the same criminals working from a list of people they have already fooled.

The tell is simple: no legitimate service asks you to pay money upfront to recover money you lost, and real government agencies do not charge you to investigate fraud. If someone contacts you out of the blue offering to recover your losses, treat it as a fresh scam and do not pay or share anything. Report it the same way you would any other.

WATCH OUT

Being a past victim puts you on a list that gets sold and reused. The offer to 'get your money back' is, more often than not, the next trap.

16. A Simple Habit for Your Feed

Small choices that reduce what you see.

You cannot control everything that appears in your feed, but a few calm habits reduce how often these videos reach you and how much power they have when they do. None of this requires leaving the apps you enjoy — it is about a lighter, steadier way of scrolling.

- When a scam ad appears, use 'report ad' and 'hide ad'; over time the platform shows you fewer like it.
- Do not click, comment on, or share these videos, even to mock them — engagement tells the app to show you more.
- Be extra wary of any video, however famous the face, that leads to a form, a phone number, or a 'trading app.'
- Keep investing decisions out of social media entirely; treat your feed as entertainment, not financial advice.

The strongest habit is the mental one: when a video promises money, a little alarm bell rings, and you reach for the rule instead of the link. That bell gets louder and more automatic the more you practice it, until these videos simply slide past you.

WATCH OUT

If you are unsure whether an ad is a scam, that uncertainty is reason enough to skip it. There is no cost to walking past a real opportunity you did not need.

17. A Real Case That Made the News

Proof that even professionals get fooled by fake video.

It helps to know these are not hypothetical worries. In a widely reported case, a finance employee at a large international engineering firm was tricked into sending the equivalent of about twenty-five million dollars after joining a video call. On that call, what appeared to be the company's chief financial officer and several familiar colleagues discussed an urgent transfer. Every one of those people on the call turned out to be a deepfake — convincing fake video and voice of real coworkers the employee recognized.

The worker had initially been suspicious of an unusual email, but the video call put those doubts to rest, because the faces and voices looked and sounded exactly like people he knew. That is the whole lesson in one story: seeing and hearing familiar people on a screen is no longer proof that they are really there. If a careful professional at a major firm can be fooled by a live fake, none of us should feel foolish for being fooled by a slick recorded one.

The point is not to frighten you about every video call with family — those are overwhelmingly fine. The point is narrower and more useful: when video or voice is pushing you toward money, the medium itself can be faked, so the decision has to rest on something sturdier than what you see on the screen. For investments, that sturdier thing is the money rule. For family emergencies, it is the callback. The screen is never the final word.

GOOD TO KNOW

This case involved a workplace transfer, but the same technology powers the celebrity investment videos aimed at you at home. The fix is the same: never let a screen alone move your money.

18. What the Real Celebrities Are Doing

The famous faces are victims here too.

It is worth saying clearly, because it reframes the whole thing: the celebrities in these videos did not agree to any of it. Many well-known figures — television hosts, investors, entertainers — have publicly warned that their faces and voices are being stolen to sell scams they have nothing to do with. Some have spoken out repeatedly, asking platforms to take the fakes down, because they hate seeing their names used to hurt trusting people, often their own longtime fans.

This matters to you for a practical reason. If a famous person has to publicly deny endorsing an 'opportunity,' then their appearing to endorse it in a feed ad means nothing. The endorsement you can actually trust is one you find through official, verifiable channels — a company's own verified accounts, reputable news you sought out yourself — not a video that arrived uninvited promising riches. Fame in an ad is borrowed, and often stolen.

So let the presence of a celebrity flip from reassuring to suspicious. The more famous and trusted the face urging you to invest in something unusual, the more likely you are looking at a theft of that person's image. Real financial opportunity does not need a beloved star to personally coax strangers through a social-media clip, and the stars themselves wish you would not believe it when it seems to.

WATCH OUT

If you want to know whether a public figure actually backs something, look for it on their own official, verified channels or in reputable news — never take a feed ad as their word.

19. Spotting a Fake Trading App or Website

The platform behind the pitch is part of the trick.

Behind the video and the broker sits a 'platform' — an app or website with a professional-looking dashboard, charts, and your balance climbing. It is built to feel like a real brokerage, and that is precisely the problem. The polish is cheap to produce and proves nothing. A few grounded habits help you see through it before you are in deep.

- The site or app arrived through a link, an ad, or a broker — not through your own search for a well-known, established firm.

- You cannot easily find the company confirmed through official financial regulators or reputable, independent sources.
- Deposits are easy and encouraged; withdrawals are slow, confusing, or blocked behind new fees.
- The web address is slightly off — extra words, odd endings, or a near-copy of a famous firm's name.
- Support exists mainly through your personal 'account manager,' not through normal, public company channels.

The safest stance is simple: if the only reason you know about a platform is that a video or a stranger introduced you to it, that is reason enough not to trust it with a cent. Legitimate, well-regulated firms are easy to find and verify on your own terms, through channels you chose, and they will still be there tomorrow after you have slept on it and checked them out.

WATCH OUT

A beautiful dashboard showing your money growing is the cheapest part of the whole scam to fake. Never treat an on-screen balance as proof your money is real or safe.

20. Teaching the Grandkids Who Share These

Younger family can be the bridge — or the blind spot.

Younger people often assume they are immune to scams, and that confidence can be its own trap. Plenty of these fakes are aimed squarely at younger audiences, using tech billionaires or online personalities and crypto 'giveaways,' and younger folks lose money to them too. More to the point for a family, a grandchild who understands deepfakes can become your best ally — or, if they unknowingly reshare a fake, an accidental endorsement that lands in your feed wearing a familiar name.

So make it a two-way conversation rather than a lecture in either direction. Ask the grandkids to show you how to report and hide scam ads; let them teach you that small skill. In return, share the money rule with them: that no real opportunity arrives as a surprise video promising fast riches, and that the fancier the fake, the more suspicious the promise should make them. Both generations come away better protected.

It also helps to agree, as a family, that nobody reshares 'amazing opportunity' or 'celebrity giveaway' videos, even as a joke, because resharing spreads the bait and teaches the

apps to push it to more of your relatives. A quiet family norm against passing these along does real good, far beyond your own household.

GOOD TO KNOW

Trade skills with your grandkids: they show you how to report a fake ad, you share the money rule with them. Everyone ends up safer.

21. Questions People Ask Me

The ones that come up again and again.

But it was on a big, reputable site — doesn't that mean it's safe? No. Scam ads slip onto the largest and most trusted platforms constantly, and the companies usually remove them only after people have complained. A site hosting an ad has not vouched for its honesty.

The celebrity even addressed the camera by talking about recent news — surely that's real? Deepfakes can be made quickly and tied to current events, and scripts are easy to update. Timeliness is not proof; it is just part of the polish.

I already made a small deposit and it grew — can I just take my profit and leave? The growing balance is almost certainly fake numbers on a fake dashboard, designed to encourage a bigger deposit. The moment you try to withdraw, the fees and excuses begin. Treat any 'gains' as bait, not money.

How can I check if an investment or firm is legitimate? Step away from anything the video or broker gave you, and verify independently through official regulators, a licensed advisor you found yourself, or your own bank. If you cannot easily find and confirm the firm through official channels, that is your answer.

22. The Pressure to Hurry, and How to Defuse It

Urgency is the scam's engine — slow it down.

Almost every one of these schemes runs on urgency, and it is worth understanding why, because seeing the trick drains its power. Scammers push you to act fast — 'the window closes tonight,' 'only a few spots left,' 'the price moves in an hour' — for a very specific reason. A rushed mind cannot do the two things that would save it: step back to think, and check with someone else. Hurry is not a feature of a great opportunity. It is the tool that keeps you from discovering the truth in time.

The defense is almost absurdly simple, which is exactly why it works: refuse to be hurried about money, ever. Any opportunity worth having will still be worth having tomorrow, after a night's sleep and a conversation with someone you trust. If an offer genuinely cannot survive a one-day pause and an independent check, then it was never real, and the pressure to skip those steps is the clearest confession a scammer makes. Treat 'you must decide now' as a stop sign, not a starting gun.

It helps to have a ready-made sentence to say out loud, to a broker or even to yourself: 'I never make money decisions the same day, so I'll think about it and get back to you.' A real professional accepts that without a fuss. A scammer will push, wheedle, warn you that you are missing out, or suddenly offer to extend the 'deadline' just for you. Every bit of that pushing is more evidence, not less, that walking away is right.

And if you feel that flutter of fear of missing out — that is normal, and it is precisely the feeling the scam is engineered to produce. Name it, set it beside the rule, and let the rule win. Missing a fake opportunity costs you nothing at all. Catching a real one a day later costs you nothing either. Only rushing can cost you, and only the scammer benefits from it.

WATCH OUT

Keep one sentence in your back pocket: 'I never decide about money the same day.' Say it, hang up or close the tab, and let the pressure dissolve on the other side of the glass.

23. A Five-Minute Family Money Rule

Set it once, and these videos lose their grip.

The reason to agree on a rule in advance is that temptation does its best work in the moment, when a video is fresh and a friendly broker is on the line. A rule you set calmly, ahead of time, gives you something solid to hold when the pressure is on. Here is a simple one the whole family can adopt in five minutes.

- 1 No investment decision happens the same day it is seen or pitched — always sleep on it.
- 2 No money ever moves because of an online video, an ad, or a call or message that came to us.
- 3 Anyone can bring a tempting offer to the family for a sanity check, with zero embarrassment.
- 4 Before investing, we verify the firm independently and, ideally, talk to a licensed professional we chose.
- 5 If a 'broker' pressures us or discourages us from checking, that is our signal to walk away.

TIP

Write the rule on a card and keep it near the computer. A written rule you glance at beats willpower in the heat of a slick pitch.

24. When to Just Call Me

A second opinion before you act costs you nothing.

If you have seen one of these videos and you are not sure, or a 'broker' has been calling and you want a steady voice before you decide anything, please call me. There is no charge to ask, and no judgment, ever. I cannot give you financial advice — I am not a financial advisor and would never pretend to be — but I can help you recognize a scam, check a website safely, and slow things down so you can make a calm decision.

If you would like a hand in person, I visit homes across Portage County. I can help you report a fake ad, tighten up your accounts and passwords after a close call, and set your devices so these videos and their 'helpful' software have a harder time reaching you. We will go at your pace, with no pressure and no rushing.

GOOD TO KNOW

The best time to call me is before you move any money — a five-minute conversation then can save a great deal later.

25. Contact Card & a Warm Close

Keep this page by the computer even if you file the rest away.

Bill's Home Tech — your local tech, Bill Davis, owner and only tech. Phone or text: (330) 200-8042. Email: bill@billshometech.com. Web: billshometech.com. Service area: Atwater, Ravenna, Kent, Streetsboro, Aurora, Rootstown, Mantua, Garrettsville, Windham, Edinburg, Suffield — all of Portage County, Ohio.

- Free phone call: any scam question or close call, always free, with no judgment and no rushing.
- In-home scam-check visit: \$99 flat for the first visit, with a 30-day follow-up included.
- Remote help by screen-share, for when you would rather not wait for a visit.

Here is the single line to carry away: a famous face in your feed is not a financial advisor, and no real opportunity arrives through an online video promising easy riches. Let the slick pitch wash past you, sleep on anything that tempts you, and check it independently before a dollar moves. Do that and these deepfakes are powerless against you. And if you ever want a second opinion, I am only a phone call away, and glad to help.

CHEAT SHEET

Everyday Cheat Sheet

The one rule

No money moves because of an online video, an ad, or a stranger who contacted you — no matter whose face is on it.

Signs it's a scam

- 'Guaranteed' or 'risk-free' returns.
- Big, fast profits and 'act now' pressure.
- A personal 'broker' who calls and befriends you.
- Pay by crypto, wire, or gift cards.
- Asked to install software or share your screen.
- Fees or 'taxes' required before you can withdraw.

Do this instead

- 1 Don't click, register, or leave your number.
- 2 Sleep on any investment — never decide same-day.
- 3 Verify the firm independently, not via their link.
- 4 Talk to your bank or a licensed advisor you chose.
- 5 Report the ad, and call Bill if unsure.

WATCH OUT

A platform that invents taxes or fees before releasing your 'profits' is not a hurdle — it is the theft itself.

AT A GLANCE

A Picture to Follow Along

Why the Celebrity Video Is Bait

The famous face is only the front door to the scam.



Real opportunities never arrive as a video promising easy riches.

Illustration - a schematic; details vary by device and setup.

AT A GLANCE

A Second Look

The Money Rule That Beats It

You don't judge the video - you hold the line on money.

- 1 A video or caller pitches a 'can't-miss' return
- 2 Stop - don't click, register, or deposit
- 3 Assume it's a deepfake, however real it looks
- 4 Sleep on it; never decide the same day
- 5 Verify the firm independently - not via their link
- 6 Talk to your bank or a licensed advisor first

No money moves from an online video or an unsolicited call.

Illustration - a schematic; details vary by device and setup.

BEFORE YOU GO

A Note From Bill

A quick note from Bill. I write these guides to make home tech a little less frustrating, and I do my best to keep every step accurate and up to date. Still, every home, device, and setup is a bit different, so I can't promise a guide will match yours exactly or fix your particular problem. These guides are for general information only — they're not professional, legal, or financial advice, and they don't replace your device's own manual or the manufacturer's instructions. Please go slow, use your own good judgment, and use everything here at your own risk. If a step involves electrical wiring, a gas appliance, a water heater, plumbing, or climbing a ladder — or if anything just doesn't feel safe — please stop and call a licensed professional (or give me a call at 330-200-8042). Bill's Home Tech and Bill Davis can't be responsible for any damage, data loss, or injury that results.



HOW I CAN HELP

Your Visit — and My Promise

In-home visit — \$99 flat for your first visit. No contracts and no surprise charges, and a 30-day follow-up is included.

Remote Support — \$49 for a screen-share session. I only connect with your permission, you watch the whole time, and you can end anytime. If I can't fix it over the screen-share, I refund the \$49 — and if it turns out you need me in person, that \$49 goes toward your visit. It's included free for Support Plan members (\$39/mo).

GOOD TO KNOW

My promise — If you're not 100% satisfied with your visit, I'll come back at no charge, or refund the full \$99. No questions, no awkwardness. That's how I'd want to be treated.

Call or text **(330) 200-8042** · Book a visit: **billshometech.com/book** · **bill@billshometech.com**

This free guide is for general information only — not professional advice, and no substitute for your device's own manual. Any prices or outside products mentioned can change; please confirm current details before you buy. Please use your own good judgment and follow it at your own risk — for anything involving electricity, gas, water, or heights, stop and call a licensed professional. Bill's Home Tech and Bill Davis can't be responsible for any damage, data loss, or injury that results. © 2026 Bill's Home Tech, LLC.