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Deepfake Investment Videos — Don't Fall for It

Why a famous face is no longer proof — and the one rule that protects your savings

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SUMMARY

The 60-Second Version

Videos of famous investors or celebrities pushing 'guaranteed' investments are almost always deepfakes — computer-made fakes that can't be reliably spotted by eye. So don't judge the face; judge the offer. Real investments are never guaranteed, risk-free, or urgent, and no legitimate firm cold-calls you after an ad to coach you through moving money or installing remote-access software.

Never click the ad's link — look the company up yourself at the SEC's Investor.gov, and talk it over with someone you trust before sending a cent. Be especially wary of any push toward crypto or a Bitcoin ATM, because that money is almost impossible to get back.

- A famous face in an ad is not proof — faces are easily faked.
- Guaranteed + urgent = scam, every time.
- Never share your screen or buy crypto for an online 'advisor.'

1 The Short Version

You see a video of a famous investor, a news anchor, or even a beloved celebrity urging you into a 'guaranteed' investment — often in crypto or a hot new platform. The face moves, the voice matches, it looks like a real broadcast. It is almost certainly a deepfake: a computer-made video that puts fake words in a real person's mouth to sell you a scam. No real, trustworthy investment is ever pitched to you this way.

The good news is you do not need to spot the fakery in the video itself, which keeps getting better. You only need one rule: judge the offer, not the face. Real investing is boring, slow, and never promises guaranteed returns. This guide shows you the warning signs and the calm steps that keep your savings safe.

- A famous face in a video is not proof — faces and voices can be faked.
- 'Guaranteed,' 'risk-free,' or 'double your money' are the words of a scam, always.

- Never invest through a link in a video, ad, or message — go to known institutions yourself.
- Pressure to act 'today' or 'before it closes' is a red flag, not an opportunity.

> **TIP**
> Here is a line worth memorizing: if it's real, it will still be there tomorrow after I've checked it with someone I trust. Scammers need you to rush precisely because checking would sink them.

2 What a Deepfake Investment Video Is

A deepfake is a video or audio clip generated by a computer to make a real person appear to say or do something they never did. Scammers take footage of a trusted public figure — a well-known investor, a TV host, a tech founder — and make a convincing fake of them endorsing a scheme. They run these as ads on social media, video sites, and in messages.

The technology is improving quickly, so you should not count on 'spotting the glitch.' Sometimes the mouth is slightly off or the voice sounds flat, but sometimes it looks seamless. That is why your defense cannot be your eyes — it has to be your judgment about the offer being made.

> **GOOD TO KNOW**
> Real public figures almost never endorse specific get-rich-quick investments in online ads. When a famous name is attached to a 'secret' money opportunity in a video ad, that pairing itself is the warning.

3 Judge the Offer, Not the Face

Since the video can be faked, shift your attention entirely to what is being promised. Scam investments share the same handful of impossible promises, and once you learn them, the famous face stops mattering.

- 'Guaranteed returns' or 'risk-free profit' — real investments never guarantee gains; all carry risk.
- 'Double your money in weeks' or specific huge percentages — honest returns are modest and uncertain.
- 'This secret the banks don't want you to know' — there are no such secrets being handed out in ads.
- 'Limited spots' or 'offer closes tonight' — manufactured urgency to stop you thinking.

> *No legitimate investment is both guaranteed AND urgent. Real opportunity gives you time; only scams insist you must act right now.*

4 How the Scam Usually Unfolds

These schemes follow a path, and seeing the whole road ahead makes it easy to step off it early.

1. You see the video ad with the famous endorsement and click to 'learn more.'
2. You land on a slick website and are asked for your name, phone, and email.
3. A friendly 'advisor' or 'account manager' calls and walks you through a small first deposit.
4. Your 'account' shows fake gains on their dashboard, encouraging you to put in much more.
5. When you try to withdraw, there are sudden 'taxes' or 'fees' to pay first — and then the money and the advisor vanish.

WATCH OUT

The fake dashboard showing your money 'growing' is the cruelest part — it is designed to make you add more. Money you can see on their screen is not money you can get back. The only real test is a withdrawal, and that is exactly what they'll block.

5 The 'Advisor' Who Calls You

A real investment firm does not cold-call you after you click a video ad, then coach you through installing apps and moving money. The warm, patient 'advisor' is part of the script, and their friendliness is a tool.

- They may ask you to install a screen-sharing or remote-control app so they can 'help' — never do this.
- They may walk you through moving money or buying crypto 'together' on the phone.
- They build trust over days or weeks, which is why it doesn't feel like a scam.
- They discourage you from telling family — another secrecy red flag.

WATCH OUT

Never let anyone you met through an online ad control your screen, your phone, or your accounts remotely. That hands them the keys. If someone pushes a remote-access app, end the call.

6 Check Before You Trust — The Slow Way

When any investment catches your eye, slow down and verify it the old-fashioned way, through sources you reach yourself rather than ones the ad hands you.

1. Do not click the link in the video or ad. Open a new browser window and look things up yourself.

2. Search the person's or company's name along with words like 'scam,' 'review,' or 'complaint.'
3. Check whether the firm is registered. In the U.S. you can look up investment professionals at the SEC's Investor.gov and FINRA's BrokerCheck.
4. Call the real company using a number from their official website, not the ad.
5. Talk it over with someone you trust before sending a dime.

GOOD TO KNOW

Investor.gov, run by the U.S. Securities and Exchange Commission, is a free, trustworthy place to check whether someone is a registered investment professional and to read plain-English warnings about common scams.

Rather not do this yourself? I'll come to your home and set it up for you — a flat $99 first visit across Portage County, Ohio and nearby communities. Outside the area? I also help remotely by phone or screen-share. Book at billshometech.com/book or call (330) 200-8042.

7 The Crypto Twist

Many of these scams funnel you into cryptocurrency because it moves fast and is hard to reverse. You may be told to buy Bitcoin and send it to a 'wallet,' or to fund an account on an exchange you've never heard of.

- Crypto sent to a scammer is almost always gone for good — there is no bank to call for a reversal.
- Being told to feed cash into a Bitcoin ATM at a store is a near-certain scam.
- A promise of guaranteed crypto profits is a contradiction; crypto is volatile and never guaranteed.

WATCH OUT

If anyone instructs you to buy cryptocurrency and send it somewhere to 'invest,' treat it as a scam until proven otherwise. The irreversibility is exactly why criminals love it.

8 Red Flags in One Glance

Keep this short list in mind, and you'll catch nearly every version of these schemes before any money moves.

If you see this...	Think this...
Celebrity or expert in a video ad pushing an investment	Likely a deepfake — ignore it
'Guaranteed,' 'risk-free,' 'double your money'	Impossible — it's a scam
'Act now, offer closes today'	Manufactured urgency
A friendly advisor coaching you by phone	Not how real firms work
Asked to install remote-access software	Stop immediately
Pushed toward crypto or a Bitcoin ATM	Nearly always a scam

9 If You've Already Invested

If you have already put money in, act quickly and kindly toward yourself — these are expertly built traps, and smart people fall for them every day.

1. Stop all further payments immediately, including any 'fees' to release your 'profits.'
2. If you paid by bank transfer or card, call your bank or card company right away to try to stop or dispute it.
3. Gather every record — websites, names, messages, transaction details.
4. Report it to the FTC at ReportFraud.ftc.gov and the FBI at IC3.gov.
5. Tell someone you trust; you do not have to carry this alone.

WATCH OUT

If an 'advisor' is still pressing you to pay a 'tax' or 'fee' to unlock your money, that is the scam continuing — not a path to getting it back. Stop paying, and let's talk through the real next steps together.

10 Protect the People You Love

These ads are shown to everyone, and a confident pitch can reach anyone on a hopeful or lonely day. A gentle word with family does a lot of good.

- Share the one rule: no real investment is guaranteed, urgent, or pitched in a video ad.
- Agree as a family to talk over any new 'opportunity' before money moves.
- Reassure each other that falling for a slick fake is nothing to be ashamed of.

GOOD TO KNOW

A simple family agreement — 'we always sleep on it and talk it over before investing in anything new' — defeats the urgency these scams depend on.

11 Where These Ads Hide

Knowing where these pitches tend to appear helps you keep your guard up in the right places. They go wherever your attention already is.

- Social media feeds — Facebook, Instagram, and others — as 'sponsored' video posts.
- Video sites, as ads before or during the clips you came to watch.
- Comment sections and direct messages, sometimes from hijacked accounts of people you know.
- Search results and look-alike news articles dressed up to seem like real reporting.

GOOD TO KNOW

Scammers sometimes copy the look of a real news outlet, logo and all, to make a fake 'article' about the investment. A familiar-looking news page is not proof; what matters is still the impossible promise underneath it.

12 What Real Investing Actually Looks Like

One reason these scams work is that honest investing is unfamiliar to many people, so a confident fake can fill the gap. A quick picture of the real thing makes the fakes stand out.

- Real returns are uncertain and usually modest over time — never guaranteed or instant.
- Legitimate firms are registered and let you verify them; they don't hide behind an ad.
- A real advisor welcomes your questions and your family's involvement, and never rushes you.
- You keep control of your own accounts; no one needs to control your screen or phone.

> *Honest investing is patient and a little dull. Anything exciting, urgent, and guaranteed is wearing a costume.*

13 When to Call Bill

You do not need to be an investment expert to stay safe — you need a couple of simple habits and, when something feels off, a second set of eyes. I'm glad to be that second set.

If you've seen an ad that seems too good to be true, or an 'advisor' is leaning on you, call me before you send anything. We'll look it up together using trustworthy

sources, check whether a firm is registered, and make sure no one is sharing your screen or steering your accounts. And if money has already moved, I'll help you make the right calls quickly and calmly.

- You saw an investment pitch and want a second opinion before acting.
- Someone is coaching you by phone or asking to control your screen.
- You've been pushed toward crypto or a Bitcoin ATM.
- Money has already moved and you need help with the next steps.

CHEAT SHEET

Everyday Cheat Sheet

Keep this handy. When an 'opportunity' appears, run down this list first.

I want to...	Do this...
Judge a video pitch	Ignore the famous face — judge the offer being made
Spot the scam words	'Guaranteed,' 'risk-free,' 'double your money,' 'act today'
Check it safely	Don't click the ad — look the firm up yourself at Investor.gov
Handle a phone 'advisor'	Never install remote-access apps or share your screen
Beware the crypto push	Buying Bitcoin to 'invest' for someone = scam
If you've paid in	Stop all payments, call your bank, report at ReportFraud.ftc.gov
Get help	Call Bill: (330) 200-8042

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

You don't have to remember all of it — just that a friendly, patient person is one call away, whenever you'd rather have a hand.

KEY SPECS

In your home — $99 flat for the first visit, no contracts and no surprises, with a 30-day come-back-free follow-up. In-home visits cover Portage County, Ohio and nearby communities.
Outside the area? Remotely — $49 for a screen-share session (free for Support Plan members, $39/mo), refundable if I can't fix it — and credited toward a visit if you'd rather have me in person. Book either at billshometech.com/book.

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.

Whenever you're ready, I'll come to your home anywhere in Portage County, Ohio and nearby communities, at your pace. Too far for a house call? I also help remotely. Book at billshometech.com/book or call (330) 200-8042. — Bill

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