

# Scam-Spotting Checklist for Authors

A quick guide to common warning signs authors should watch for



## Vague or Overblown Promises

- ✓ No specifics about deliverables
- ✓ Urgent “act now” pressure



## Unverifiable Credentials

- ✓ No real company history  
Fake or recycled testimonials
- ✓ No identifiable staff



## Unclear Pricing or Hidden Fees

- ✓ “Special discounts” that expire instantly
- ✓ No written contract



## Poor Communication Patterns

- ✓ Generic emails  
Generic
- ✓ Inconsistent tone
- ✓ Inconsistent tone
- ✓ Avoiding direct questions



## Suspicious Payment Requests

- ✓ Upfront payment demands  
demands
- ✓ Requests wire transfers,  
Zelle, or crypto
- ✓ No secure payment portal



## Too-Good-To-Be-True Claims

- ✓ “This offer bestseller status”
- ✓ Claims of direct access to  
Claims for access to major  
Nationally  
placement  
promises



Note: This checklist offers a high-level overview. For detailed examples, case studies, and step protection strategies, refer to *The Nancy Catheriner Playbook Exposed*