

Cheatsheet for Being Savvy: Conspiracy Theory Ad-Libs

Boring reality: _____

Crazy idea: _____

Oh, you don't really believe that **[boring reality]**, do you? That's what sheeple think. I figured you were smart enough to realize the truth—that **[crazy idea]**.

The **[conspirators group A]** are in cahoots with **[conspirators group B]** to keep it secret. They've been lying to us that **[boring reality]**, when in reality **[crazy idea]**. The conspirators love it because it allows them to **[benefit of crazy idea]** and make money by **[money-making benefit of crazy idea]**. The media has been covering it up because **[benefit to media]**.

It's obvious that **[crazy idea]**. Why else would it be true that **[tangentially related weird fact]**? Can you explain that? I didn't think so! It's clear something sneaky is going on.

Besides, **[made-up expert]** is an expert on **[unrelated topic that proves he's a genius]**, and he says that **[crazy idea]**. But the media has been censoring him! Have you seen him talking about this in the news? See, I told you they're covering it up!

Those of us who realize the truth have been persecuted by **[the conspirators]** and the media too long. They call us "crazy" and try to shut us up. Now that you know the truth, you can join us and can help fight **[the conspirators]**.



Cheatsheet for Being Savvy: Instant Quackery Kit — Part I



Demonize the experts

**WHAT THE DOCTORS
DON'T WANT YOU TO KNOW
DON'T BE A SHEEP**

Make it special

**SECRET FORMULA
ORGANIC EXTRACTS**

MIRACLE CURE!

Testimonials

**MY LIFE WAS TERRIBLE UNTIL
I DISCOVERED THIS PANACEA!
NOW I FEEL LIKE SUPERMAN**

Create urgency

**QUANTITIES LIMITED
SALE ENDS TONIGHT
ACT NOW!**

What does it cure?

**CURES CANCER LETHARGY
AGING INSOMNIA
DISCOMBOBULATION**

Add some buzzwords

**ANCIENT WISDOM ALL NATURAL
QUANTUM CHEMICAL-FREE
MAGNETIC ENERGY**



Learn how to use this from the book:
CRITICAL THINKING: Teach your kid
how to be smart, make good decisions,
and get things done, by C. H. Dadmun



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Cheatsheet for Being Savvy: Instant Quackery Kit — Part II



ADVERTISE YOUR MIRACLE CURE!

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Cheatsheet for Being Savvy: Pyramid Scheme

Techniques for building your pyramid

<p>Show off your wealth Brag about your Rolex, your Lambo, and your lavish vacations. (Fake them if you have to!)</p>	<p>Prey on their dreams “Financial freedom. Full-time pay for part-time work. Get out of debt and start living the life you deserve!”</p>
<p>Be vague Give no specifics about how exactly you make money. Keeping details secret adds to the mystery.</p>	<p>Appeal to their ego “This is how smart people get rich. Most people don’t have the vision to see this opportunity. But you do!”</p>
<p>Target the vulnerable Older people, people in debt, and sad or lonely people are common targets. Become their new best friend!</p>	<p>Use social media Hit up old long-lost friends for your scheme. Hint: say “hey girlfriend” or “hi bro” for easy cutting and pasting.</p>
<p>Work with a buddy Have a secret confederate to show how easy it is to sell your product and make money.</p>	<p>Rush them “A deal like this won’t last long. Decide right away or the opportunity will pass you by!”</p>
<p>Make them buy the stuff Make the suckers buy lots of the products up front. That way you make money no matter what!</p>	<p>Friends and family Encourage the suckers to give their friends and family the hard sell. Exploit those personal networks!</p>
<p>Host a conference Host a conference for salesperson “training”. Get them excited and sell tickets and rooms too!</p>	<p>Make failure their fault Tell your suckers to “hustle”. That way when they don’t get rich, it’s their fault, not yours.</p>

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