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 kahoots 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].

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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

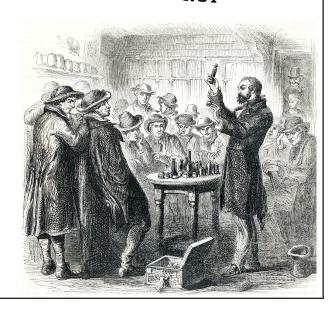
ALL NATURAL

QUANTUM

CHEMICAL-FREE

MAGNETIC

ENERGY



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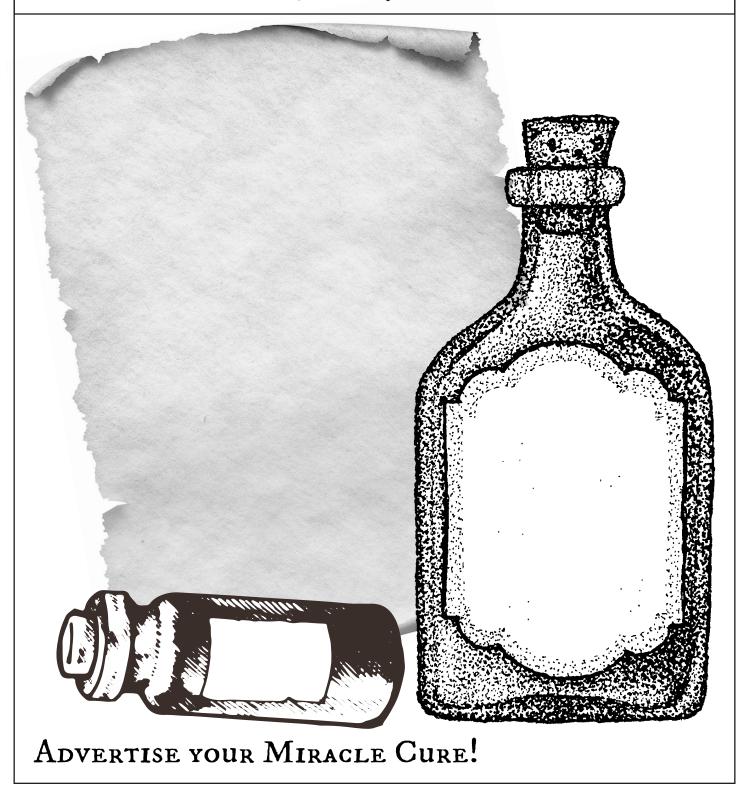


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Cheatsheet for Being Savvy: Instant Quackery Kit — Part II



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Cheatsheet for Being Savvy: Pyramid Scheme

Techniques for building your pyramid

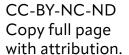
Show off your wealth Prey on their dreams Brag about your Rolex, your Lambo, "Financial freedom. Full-time pay for and your lavish vacations. part-time work. Get out of debt and (Fake them if you have to!) start living the life you deserve!" Be vague Appeal to their ego Give no specifics about how exactly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

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sell tickets and rooms too!



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rich, it's their fault, not yours.

