

Verified Successful

The 60-Minute Identity Protection Plan



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Today's Agenda

- ❖ Introducing Entrust & First Advantage Press
- ❖ John Hoskins Presents The 60-Minute Identity Protection Plan
- ❖ Q&A Time





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Jacob Marchini



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\$5B

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Administration



26k+

Active
Investors



45

Years of
Service



1

Point of
Contact





THE 60-MINUTE IDENTITY PROTECTION PLAN WEBINAR

Close the doors identity thieves rely on.

Presented by John Hoskins, Publisher of The 60-Minute Identity Protection Plan | First Advantage Press

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WELCOME

What we'll do together

- 1 Why now** What changed in 2025–26 — and why everyone is suddenly talking about AI and fraud
- 2 How identity crime works** The three-step pattern many identity-theft schemes follow
- 3 The five doors** Five protections that make you a harder target — and how to set up each one
- 4 Your 60-minute plan** Five actions — a 60-minute start you can make this week on your own
- 5 Your questions** Open Q&A — bring your questions



TIME FOR A POLL

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WHY NOW

\$20.9 billion

Reported U.S. internet-crime losses in 2025 — up 26% in a single year.

1,008,597

complaints filed with the FBI in
2025

\$20,699

average loss per complaint

Every 31 sec.

a new complaint, around the
clock

Source: FBI Internet Crime Complaint Center (IC3), 2025 Annual Report

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WHY NOW

The losses are concentrated — and the targeting is deliberate

\$7.7 billion

lost by Americans 60 and older in 2025 — the most of any age group, and up nearly 60% in one year.

Identity-theft losses in this age group rose roughly 70%.

Why seniors?

Criminals target people with savings, home equity, retirement accounts, and good credit — assets worth stealing.

Complaints from older adults more often involve bank, retirement, and investment accounts — where one incident can mean one large, irreversible transfer.

Source: FBI IC3 2025 Annual Report; FBI press materials, April 2026

WHY NOW

What AI changed: scams got more convincing, personalized, and scalable



Voice cloning

A few seconds of audio — a voicemail greeting, a social video — can be enough to convincingly mimic a family member's voice on the phone.



Personal phishing at scale

AI writes flawless, personalized emails and texts by the thousand. The misspelled “Nigerian prince” era is over.



Deepfakes & impersonation

Fake video calls, fake officials, fake customer-service agents — convincing enough to fool professionals.

The FBI now flags AI involvement in fraud complaints across crime types: **22,000+ complaints, ~\$900 million lost in 2025 alone.**



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Many identity-theft schemes follow three steps

1

They collect

Your data is gathered — from breaches, data brokers, social media, stolen mail, or a scam call.

2

They open doors

With enough data, they open credit, take over accounts, file for benefits, or redirect your mail and phone.

3

They take

Money moves — a new loan in your name, a drained account, an intercepted wire.

Here's the leverage: you can't stop step 1 entirely — your data is already out there. But you can lock the doors in step 2. That's what this session is about.

THE GOOD NEWS

Five doors. One hour.

Close them to reduce several common identity-theft risks and make yourself a harder target.

1



Freeze your credit

2



**Harden key
accounts**

3



**Two-factor
everything**

4



**Shrink your data
trail**

5



**Secure
documents & mail**

The core online steps are free, and about an hour gives you a strong start — some steps and confirmations may take longer.



Freeze your credit — start here

What a freeze does

- Restricts access to your credit report, making it much harder to open fraudulent loans, cards, or financing in your name.
- Free at all three bureaus — guaranteed by federal law since 2018.
- No effect on your credit score, your existing cards, or your ability to use them.
- Reversible: online or phone lifts must be processed within one hour, often sooner. Lift it when you apply, then refreeze.

Think of it like this

A thief with your Social Security number and a frozen credit file is like a burglar with your address — standing in front of a locked steel door.

It won't protect existing accounts or stop every kind of identity theft — but it makes new-account fraud much harder.

The walk-through: three bureaus, about 15 minutes

Equifax

equifax.com/personal/credit-report-services/credit-freeze

Experian

experian.com/freeze

TransUnion

transunion.com/credit-freeze

At each bureau you'll:

1. Create an account (name, address, SSN, birthdate)
2. Answer identity-verification questions
3. Click “Freeze” — and save your login and any recovery info securely

Prefer the phone?

Equifax 888-298-0045

Experian 888-397-3742

TransUnion 800-916-8800

Screenshot this slide — your quick reference.

Freeze myths vs. facts

"It will hurt my credit score."



A freeze has zero effect on your score — it only controls who can view the file.

"It costs money."



Freezing and thawing are free at all three bureaus, by federal law.

"I won't be able to get credit again."



Lift it when you apply — online or phone lifts must be processed within an hour — then refreeze.

"My existing cards will stop working."



Existing accounts are untouched — cards, autopays, everything works as before.



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Harden the accounts that actually matter

You don't need to fix 100 accounts. You need to fortify four:



Your email

The master key. Email often controls password resets for your other accounts — a thief who takes it over can reach much more. Fix it first.



Your bank & credit cards

Where the money lives. Unique passwords, alerts turned on for every transaction.



Retirement & brokerage

Balances can be substantial, and you may not check it for months — it deserves close attention.



Your mobile phone account

A hijacked number can intercept text-message codes. Add a carrier PIN and any SIM-change or number-transfer lock offered.

Two-factor authentication: a second lock on the door

What it is

After your password, the account asks for a code only you can receive — from a text message or an authenticator app. A stolen password alone becomes far less useful.

Where to turn it on first

- Email — the master key
- Bank, credit cards, retirement accounts
- Anywhere money or identity lives

Good, better, and one warning

Good: text-message codes — far better than nothing.

Better: an authenticator app — avoids SIM-swap interception, though codes can still be phished. Free: Google or Microsoft Authenticator.

Warning: never give a sign-in or reset code to anyone who calls or messages you unexpectedly. Contact the company yourself on a trusted number.

Shrink your data trail

Data brokers compile and sell profiles of you — address history, phone, relatives, income estimates — that scammers use to make their approach convincing and personal.



Opt out of the major brokers — Start with several major people-search sites — Spokeo, Whitepages, BeenVerified, Intelius. Submit each free opt-out, then check back periodically: listings can reappear.



Audit what you share — Birthday, hometown, mother's maiden name, the grandkids' names — quiz answers and social posts are reconnaissance. Lock profiles down to friends only.



Give less, everywhere — Stores, forms, and offices ask for more than they need. “Do you actually need my Social Security number?” — and usually the answer is no.

The physical world still counts: documents & mail

Shred before you toss

Statements, pre-approved credit offers, medical paperwork — anything with account numbers or your SSN. A cross-cut shredder (about \$40) or a free community shred event does the job.

Lock down the originals

Social Security card and passport: into a locked drawer or safe. Medicare card: Original Medicare says carry it when away from home; on Medicare Advantage, carry your plan card and store the Medicare card safely.

Watch your mailbox

Sign up for free USPS Informed Delivery to preview eligible incoming mail; retrieve mail promptly; drop outgoing checks at the post office, not the curbside flag.
<https://www.usps.com/manage/informed-delivery.htm>

Go paperless where it counts

Fewer statements in the mailbox means fewer account numbers in the trash and fewer theft opportunities en route.



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ONE SLIDE TO REMEMBER

Three common scam warning signs

URGENCY

“Right now, or else.” Real institutions give you time. Pressure is the tell.

SECRECY

“Don’t tell anyone.” The moment you’re told not to check with family or your bank — that IS the check.

ODD PAYMENT

Unexpected demands for gift cards, crypto, cash by courier, or changed wire instructions. Verify independently before you pay.

The defense is two words: slow down. Hang up, look up the real number yourself, and call back. No legitimate caller is harmed by a ten-minute delay.

If it happens: act immediately — 4 steps

- 1 Contain the money** — Call the bank or card issuer's fraud line now (number on the back of your card). For a wire or transfer, request a recall and report it at IC3.gov.
- 2 Report at IdentityTheft.gov** — The FTC's one-stop site builds your official report and a personal recovery plan. You'll need that report for disputes.
- 3 Freeze (if you haven't)** — Freeze all three bureaus and review your credit reports for accounts you don't recognize.
- 4 Paper the trail** — File a police report if any institution asks for one. IdentityTheft.gov also produces pre-filled dispute letters for you.

Fast reporting may improve recovery odds — not guaranteed. No step requires a lawyer or a fee.

YOUR PLAN

The 60-minute plan — this week, on your own

15 min

Freeze your credit at all three bureaus

Online or by phone at Equifax, Experian and TransUnion — save each login and recovery info securely

15 min

Harden email + bank: new unique passwords

Email first — it is the master key — then bank and cards; turn on transaction alerts

10 min

Turn on two-factor for email and bank

An authenticator app beats text codes; never read a code to a caller

10 min

Start your data-broker opt-outs

Spokeo, Whitepages, BeenVerified, Intelius — search your name, use each site's opt-out page

10 min

Shred; sign up for Informed Delivery; lock up your SSN card & passport

Informed Delivery is free at usps.com; Medicare card: follow Medicare's carry advice for your plan

Screenshot this slide — it is your checklist. A 60-minute start; some steps and confirmations may take longer.



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Your questions

No question is too basic — if you wondered it, half the room did too.

Questions today: scan the code or go to firstadvantagepress.com/ask — free, no sign-up, ask anything.



Thank you.



Five doors, one hour, core steps free — a 60-minute start to being a harder target.

Please connect and follow me on LinkedIn

<https://www.linkedin.com/in/johnphoskins/>

Questions? Scan the code or type the address — ask anything, free, no sign-up. It's everything that is in the book.

<http://firstadvantagepress.com/ask> | Scan the code — free, no sign-up



**The 60-Minute Identity
Protection Plan**

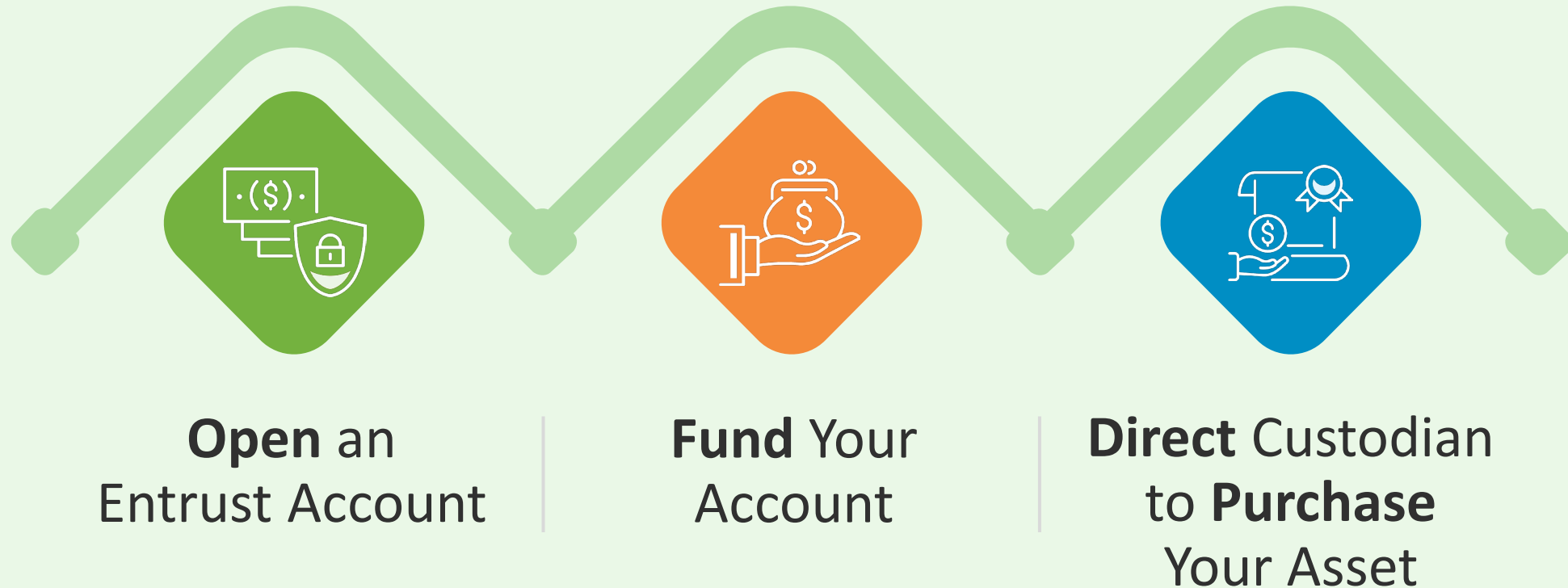
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Let's Wrap Up





Getting Started **in 3 steps**





What's Next?

Sending you replay & additional resources

Our follow-up email will include video replay, slides, and more education

Register for November 18th Webinar

How Business Owners Contribute \$72,000 With Solo 401(k) Plans





What's Next?

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Question & Answer Session



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