

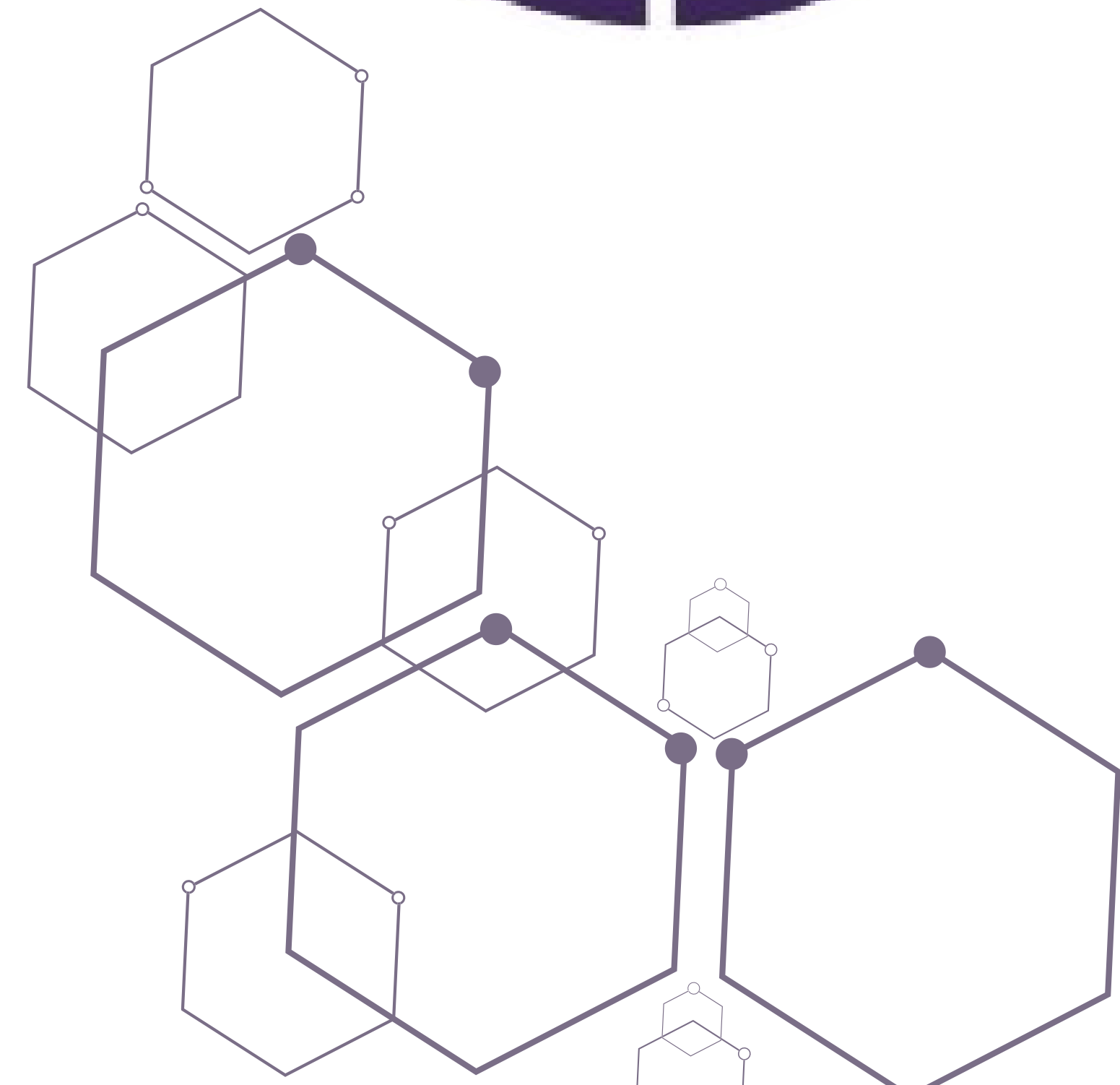
# Lock it Down!

*How to protect your content,  
your reputation and your income*

With your guide, Suecurity



@[SuecurityTN](#)  
[suecurity.net](http://suecurity.net)



# Lock it Down!

Feel confident, protected and ready

As a digital creator or entrepreneur, your business lives online. Your courses, client records and your reputation are all connected to the same systems that scammers love to target.

Most security guides are written for big companies, with big budgets and dedicated IT teams. **This guide is for YOU** – the coach, designer, consultant or creator building something meaningful from your laptop.

In the next few pages, you'll learn exactly how to lock down your accounts, protect your privacy, keep your hard work backed up and recoverable and avoid the simple mistakes that cost entrepreneurs millions of dollars each year.

# What Happens if You Don't Prepare?

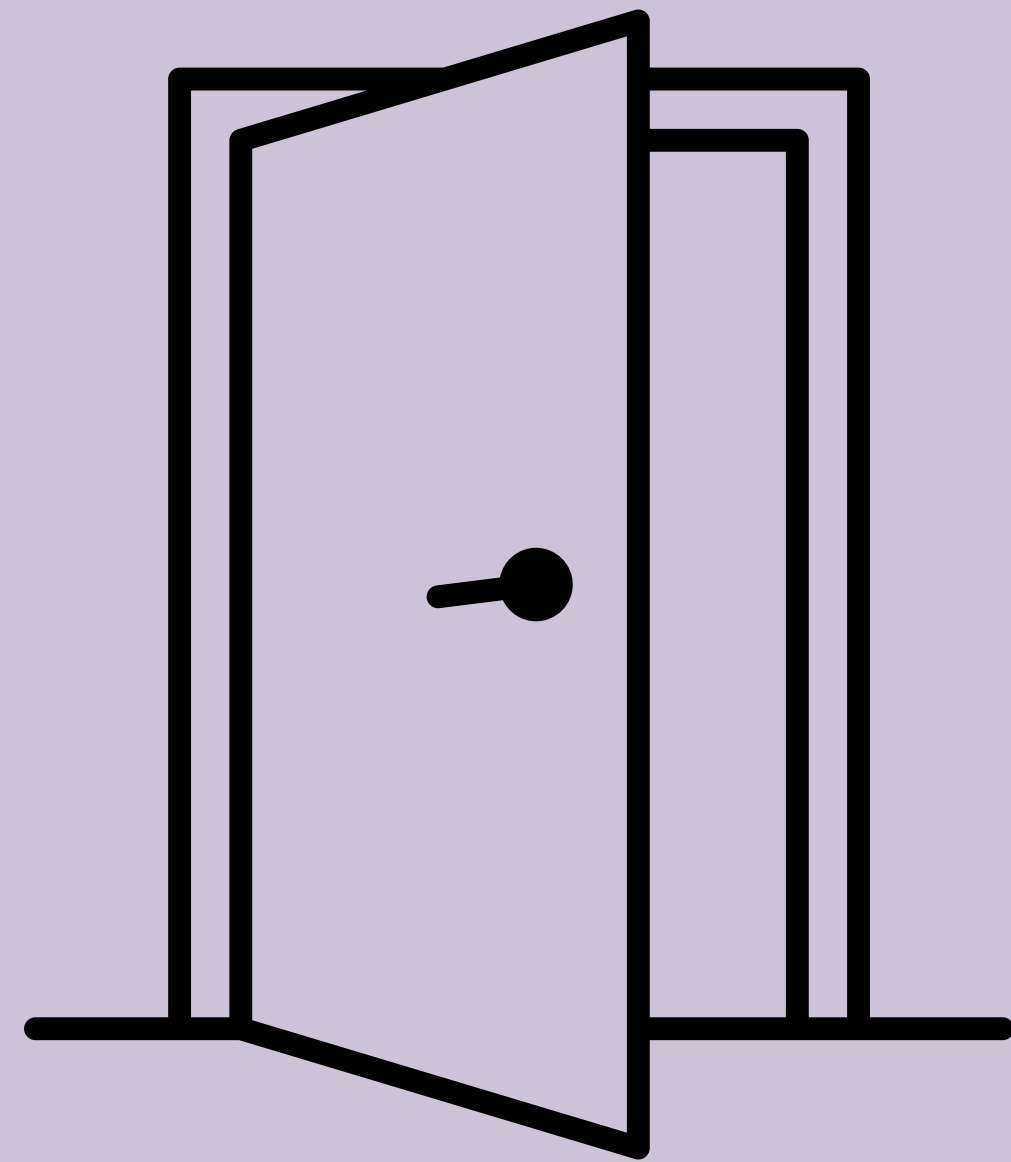
Meet Jenna, a successful mindset coach with a thriving online business. One morning, she woke up to a nightmare.

- **Email locked**
- **Instagram hijacked**
- **Website offline**



A scammer stole her password. In a single weekend, Jenna lost thousands of dollars and the trust she'd spent years building.

# Lock Your Digital Doors

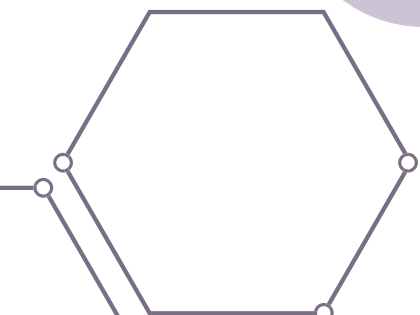


## **Scammers are getting better at what they do**

But by doing just a few things to boost your online security, you can stop them from disrupting your business and damaging your reputation.

Most scammers do it for the pay day. If you can stop them from making money quickly, chances are they will move on.

This guide exists so you never have to tell a story like Jenna's.



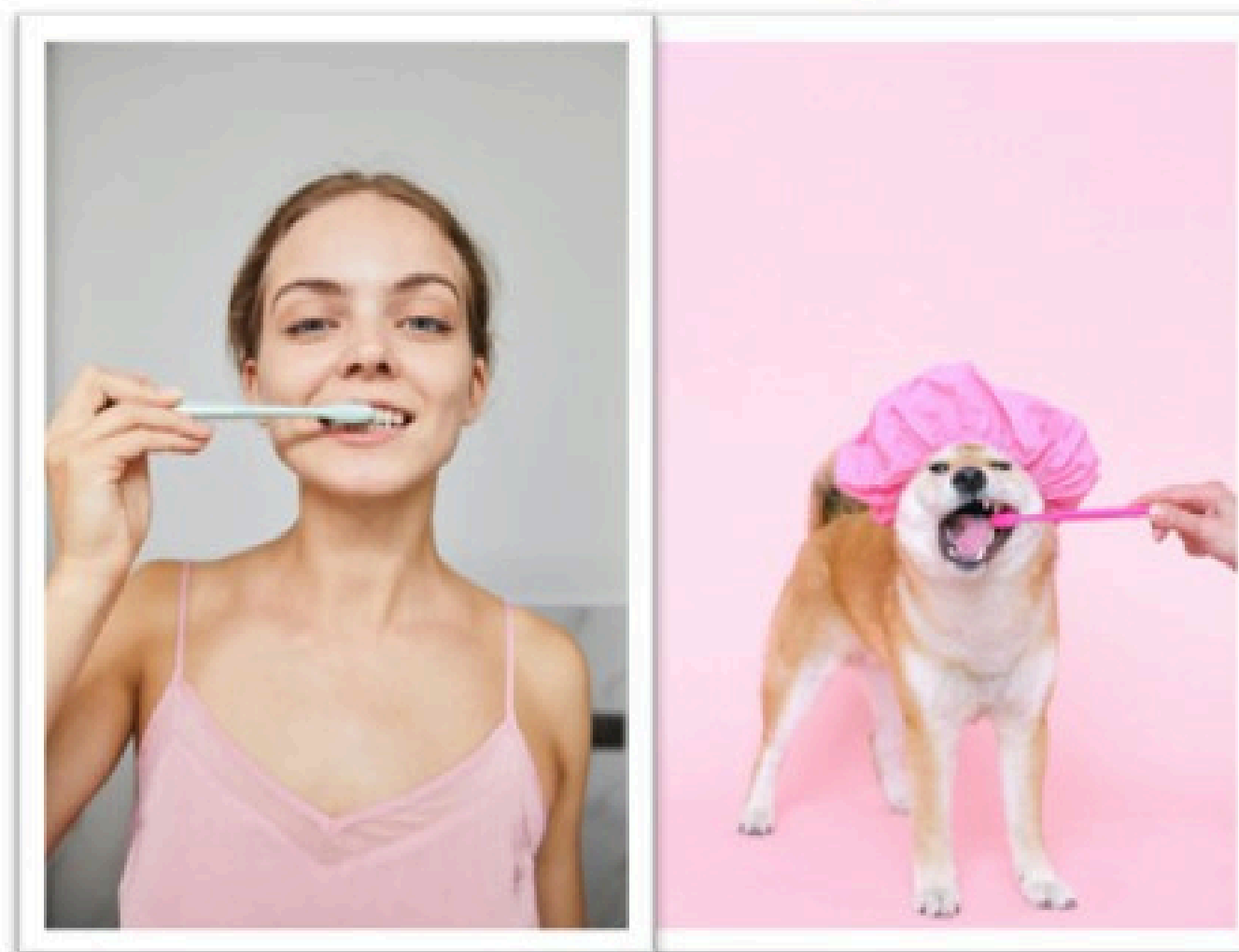
# Protect Your Accounts

## Use Strong, Unique Passwords

Don't use the same password for multiple accounts. If one site is compromised, all your accounts are at risk.

## Add an Extra Lock

Have a text message sent to you, or use an authenticator app. They are easier to set up than you think!



Treat Your Password Like Your  
Toothbrush

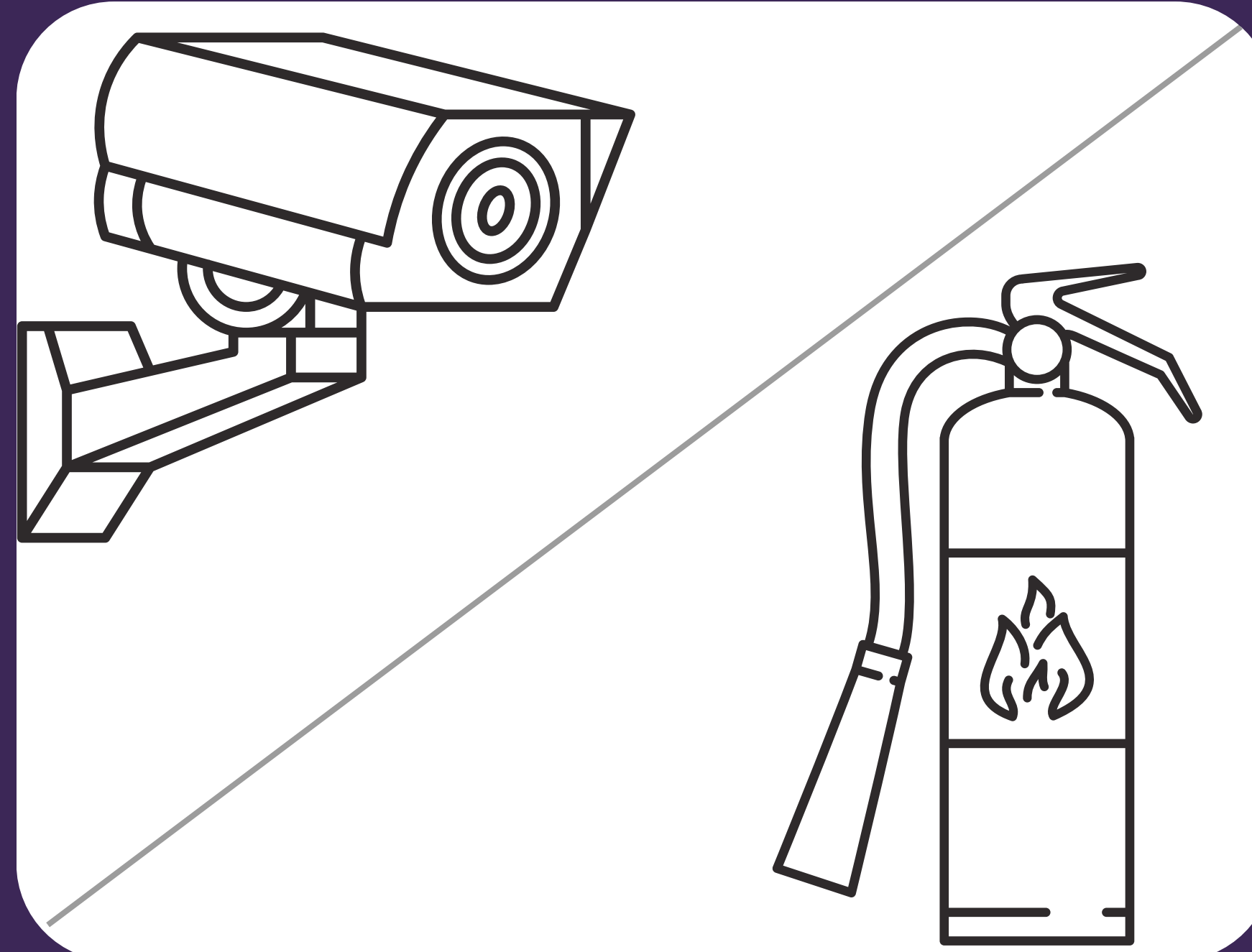
**Don't Share It With  
Others!**

**Prevention:** NEVER click links in unexpected emails claiming to be invoices or urgent notices.

# Protect Your Workspace!

## Monitor Activity

If you work from home and are often on calls, consider installing security cameras, Ring doorbells, and the like so you can keep an eye on who is visiting your space.



## Fire Safety

Have a fire and waterproof safe for valuables.

Purchase fire extinguishers

Have a fire exit plan and run drills to make sure everyone can get out safely in an emergency.

# Backup Your Data

Google Workspace and Microsoft Onedrive **replicate** files, they don't back them up!

If you delete, or overwrite a file, or if it gets infected with a virus, your options are limited with just replication.



Keep at least one backup offline, on an encrypted drive

**Backup Solutions to Investigate:** Backblaze, Carbonite, Infrascala

# Protect Your Reputation



## Stay Ahead of Imposters

*As you grow your audience and influence, take steps to protect your brand and reputation online.*

## Own Your Presence

- Be the first to claim your name or brand on a new platform
- Use verified profiles if available

**Broadcast:** If you are cloned, post a clear warning to your audience and report it immediately

# Beware of Untrustworthy Emails

## How it works:

You get a message from “Amazon,” “Netflix,” or “Apple” asking you to fix a billing issue.

## Tactics:

Links to malicious sites that steal personal info.

## Prevention:

Look closely for spelling errors in the link, or type the web address directly into your browser instead of clicking any text or email links.



# Emergency Response Plan

*When something goes wrong, act quickly*

Change passwords immediately

Revoke unauthorized sessions

Notify your audience

Contact platforms to recover accounts

Run a malware scan

Recover lost files from backup

Notify the authorities



**Remember:** Most damage happens in the first 24 hours! Speed matters.

# Suecurity Hive



Digital Confidence for Digital Creators

You don't have to figure all this out on your own. It's why I created the *Sense of Security* community.

[Sign up for the free newsletter](#) and get weekly tips that demystify everyday technology and help you spot danger before it strikes.

Let's outsmart the scammers – together!

