

Researchers have found that investment fraudsters hit their targets with an array of persuasion techniques that are tailored to the victim's psychological profile. Protect your investments by watching out for these red flags:



It sounds too good to be true



“Guaranteed returns” (they do not exist)



The “halo” effect, which makes con artists seem likable or trustworthy



“Everyone is buying it” pitches



Pressure to send money or invest immediately



Small favours (free lunches or workshops)