

5-MINUTE CLIENT CLINIC: PASSWORD SECURITY



How to easily create unique, very secure passwords for every single online account you'll ever have, and remember them instantly, whenever you need them.

The first line of defense in your online security are your passwords. A hacker just needs to guess *one* of your passwords to do irreparable harm to you or your business, in a matter of seconds. You may think it's safe to use the same weak password over and over again, for dozens of online accounts, but you would be exactly the kind of person a hacker loves to find! Don't become the next victim of insecure, easily guessed passwords! Here's a quick and easy way to create completely unique passwords for every site you log in to, and be able to remember them without help, every single time.

Here are a few examples of really strong, unique passwords:

<AS9485ut> [PE2837et] {GR1432ce} (DA67rt72)

Let Your Super-Secret Personal Password Formula Do the Work for You.

Let's start with making a few choices for your new password formula:

First: Choose a set of symbols to begin and end your password. Circle your choice below:

() [] { } < >

Next: Choose a 4-digit PIN you like. *This should not be the same as the PIN you use for banking.* Examples include the month and year of a birthday (yours or a spouse or child) or a street address where you grew up. It can be anything; it just needs to be one you'll easily recall.

My 4-Digit PIN:

Finally: Put on your SOC's (**S**ite-Based **O**riginal **C**haracters). These 4 characters that plug into your passwords are *always based on the domain name that appears in the address bar of the login page requiring your credentials.* It may be a long link up there, but we are only interested in one part, at the very beginning. It's the part of the domain name that *comes right after the www. and right before the .com/.org/.net, etc.* (ex: www.sparkmarketer.com, or <https://login.bigbadbank.com/74hws-43Zf.php>) We suggest that you use the first two characters and capitalize them, then use the last two characters as lowercase. Here's an example of what that will look like:

<http://www.sparkmarketer.com>

First two SOC's - capitalize to "SP"

Last two SOC's - lowercase "er"

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Time to put it all together.

Now that you've made your formula choices, here's how to use it to assemble your password:

Beginning Character + first two SOC's + 4-digit PIN + last two SOC's + Ending Character

That's it! You can now create easily remembered, totally unique passwords for every site you ever sign in to! Congratulations, you are now a hacker's worst nightmare!

Want to take it to the next level? Choose one of these variations instead:

Use an inflation number

- Instead of using the last two SOC's, choose a number by which to inflate the first two SOC's, like this: *inflation number=1*, so if the first two SOC's are "AF", and you inflate both by 1, the last 2 SOC's in your password become "ch"

Switch your SOC's

- Instead of using the first two characters followed by the last two characters, choose a different order, like this: *use the first and last character to make your first capitalized SOC pair, followed by the next-to-first and next-to-last character for your last lowercase SOC pair.*

Add a different start and end character

- Instead of using the suggested beginning and ending characters <>,[,],(), change it up, like this: @#, or :*, or /\, or !?

Once you've created it, practice using your new password formula on these domain names:

ncsg.org/PortalLogin.aspx _____	americanexpress.com _____
www.searscredit.com/login _____	https://yelp.com/custlogin _____
https://godaddy.com/ _____	https://amazon.com _____
chase.com _____	http://facebook.com _____
http://google.com/adwords _____	www.youtube.com _____
www.capitalone.com _____	www.roboform.com _____