18th-Floor Escapade, 85–86
names, 91–93
pretexting and, 88
419 scams, 224

A
accents, 111
alpha mode of the brain, 4–5
altruism, rapport building
and, 118–119
amygdala, 183, 185
triggering, 186–187
anger, 198–201
art, science and, 157–158
assistance themes, rapport
building and, 111–112
assumptive questions, 181–182
attacks
identification (M.A.P.P.), 259–260
launching, 12
planning, 11
authority, influence and, 137–142

B
Barnlund, D.C., Communication Theory, 64
Barraza, Jorge A., 214
Bazzell, Michael, 32
Behavioral Study of Obedience, 139–140
Benford, Robert D., 161
Berlo, David, 64
beta mode of the brain, 4–5
brain
alpha mode, 4–5
beta mode, 4–5
dopamine, 8, 107
oxytocin, 8, 106, 112
Bulwer-Lytton, Edward
George, 157
business cards, 92

C
checkups (M.A.P.P.), 264–265
questions to ask, 265
referrals, 265
rules, 265–266
Cialdini, Robert
influence
authority, 137–142
concession, 131–134
consistency and commitment, 142–146
liking, 146–148
obligation, 128–131
reciprocity, 125–128
direct/dominant (DISC system) style, 69, 70, 77
DISC system, 68–69
applications, 76–77
assessment, 72–75
benefits, 75
C communicator, 78
conscientious/comp liant style, 69, 78
D communicator, 77
direct/dominant style, 69, 70, 77
I communicator, 77
infl uencing style, 69, 77
limitations, 79–80
S communicator, 78
supporter/steady style, 69, 78
disgust, 201–203
documentation, 21
Don’t Think of an Elephant (Lakoff), 161
dopamine, 8, 107
Dreeke, Robin, 66–67
Duchenne, Guillaume,
Mécanisme de la physionomie humaine, 216

E
education for social engineers, 281–282
educational phishing, 229–230
ego
ego appeals, elicitation and, 168–170
rapport building and, 112–114
Ekman, Paul, 29, 96, 183–185, 197, 203
Unmasking the Social Engineer, 28
elicitation
ego appeals, 168–170
false statements, 172–174
quid pro quo and, 175
knowledge, 174–176
mutual interest, 170–172
pretext and, 185
questions, 177–179
assumptive, 181–182
close-ended, 180
leading, 180–181
open-ended, 179
emotional content. See also nonverbal baselines, 187–190
communications and, 187–190
Emotions of Normal People (Marston), 69
employment as social engineer, 250–251
fees, 253–254
increasing services, 251–253
pentesting company, 283–284
self-employment, 283
social engineering company, 284
expectations, rapport building and, 118–119
extroversion, social engineers and, 279–280

F
false statements, elicitation and, 172–174
quid pro quo and, 175
fear
amygdala and, 183
triggering, 186–187
characteristics, 205–206
effects, 185–186
Florida, Richard, 285
FOCA (Fingerprinting
Organizations with Collected
Archives), 60
framing
communications and,
159–161
frame amplification, 161
frame bridging, 161
frame extension, 161
frame transformation, 161
negating frame, 165–166
pretext and, 161–162
reinforcing, 166–167
words
bodily functions, 163
curse words, 163
defined in frame, 164–165
gender-based slurs, 163
penetration testing, 164
racial slurs, 163
sexuality-based slurs, 163
Frank, Mark, 189
Fraser, Scott C., 143
Freedman, Jonathan L., 143
Furneaux, Nick, 32, 35–43

G
gender, pretexting and, 87
Google, 42
operators
cache, 45
filetype, 45
info, 45

I
identify attacks (M.A.P.P.), 259–260
impersonation, 8–9, 241
equipment
procurement, 245–246
planning
attack, 243
info gathering, 242
pretext development, 242–243
recording legalities, 244
reporting, 243
sanitization, 244–245
influence, 123
authority, 137–142
concession, 131–134
consistency and
commitment, 142–146
liking, 146–148
versus manipulation, 150–156
obligation, 128–131
reciprocity, 125–128
scarcity, 134–137
social proof, 148–150

Influence: The Psychology of Persuasion (Cialdini), 123
influencing (DISC system) style, 69, 77

Innocent Lives Foundation, 125, 286

Integrative Psychology: A Study of Unit Response (Marston), 69

IntelTechniques, 59–60
introversion, social engineers and, 279–280

J
Javor, Andrija, 107

K
Kelly, Paul, 96

L
Lakoff, George, Don’t Think of an Elephant, 161
Langer, Ellen, 4
language knowledge, 282
Lares Consulting, 63
Larkin, Tim, 187
leading questions, 180–181
learned helplessness, 153
learning from others’ mistakes (M.A.P.P.), 270–271
Lee, Bruce, 2
liking, influence and, 146–148
Loftus, Elizabeth, 160

M
Maier, Steven F., 153
malicious social engineering, 223
Maltega, 60–61
manipulation versus influence, 150–156
learned helplessness and, 153
principles of, 152–153
M.A.P.P. (Mitigation and Prevention Plan), 257
attack identification, 259–260
checkups questions to ask, 265
referrals, 265
rules, 265–266
learn from others’ mistakes, 270–271
policy development, 261–264
actionable, 263–265
decision-making and, 261–262
empathy bypasses, 262–263
realistic, 263–265
real-world checkups, 264–266
security awareness culture, 271–274
security awareness culture (M.A.P.P.)
positive reinforcement, 273
rewards, 272–273
training, 273–275
security-awareness programs, 266–267
steps, 258
updating, 268–270
Marston, William Moulton
*Emotions of Normal People*, 69
*Integrative Psychology: A Study of Unit Response*, 69
women’s rights, 69
Matsumoto, David, 189
memory
business cards, 92
names, 91–92
partners, 92
recording devices, 92
metadata, 54–59
method, art and science, 157
mirror neurons, 111, 184
mistakes, learning from others (M.A.P.P.), 270–271
Mitnick, Kevin, 1
*The Moral Molecule* (Zak), 8, 106
motivation, social
engineers and, 278
Moulton, William, DISC system, 68–69
mutual interest, elicitation
and, 170–172

**N**
nanoseconds, 7
NCMEC (National Center for Missing and Exploited Children), 285
network breaches, M.A.P.P.
and, 270–271
Nickerson, Chris, 63
Nigerian scams, 224
NOC (network operations center), 83–84
nonverbals, 184–186
anger, 198–201
basics, 196–197
clusters, 195
comfort and discomfort, 198–220
confidence, 196
congruence, 196
contempt, 203–205
context, 196–197
disgust, 201–203
fear, 205–206
happiness, 215–220
incongruent to emotions, 185–186
kids and, 192–194
lying *versus* truth, 189–190
misconceptions, 190–194
rapport building and, 109–110
reading, 187–188
sadness, 211–215
surprise, 206–211
what *versus* why, 194

**O**
obligation, influence and, 128–131
O’Connor, Robert, 148–149
OilHater, 101–103
open-ended questions, 179
Operation Oil, 101–103
OSINT (Open Source Intelligence), 10–11, 226
car example, 30
data collection, 17
Comey, James, 18–20
metadata, 54–59
sample questions, 19
documentation, 21
observational skills, 22
clothing, 23
entries, 23
entry requirements, 23
exits, 23
lobby setup, 24
perimeter security, 23
scenarios, 23–27
security staff, 23
phishing, spear phishing, 128
pretexting, 85–86
robots, 52–54
skills acquisition, 27–31

technical
dOx, 35–43
Google, 43–50
search engines, 34–35
social media, 32–34
webcams, 50
vishing and, 235–236
workspace example, 31
oxytocin, 106, 112
trust and, 8

P
partners, 92
passwords, 48
penetration testing
documentation, 228
employment as social engineer, 283–284
impersonation, 241
equipment procurement, 245–246
planning, 242–244
sanitization, 244–245
phishing
educational, 229–230
pentest phishing, 230–231
spear phishing, 231–232
pretexts, 228–229
reporting, 246–247
details, 248
grammar, 248
mitigation, 248–249
professionalism, 247
SE Framework, 225, 227–228
SMiShing, 240–241
vishing
credential harvesting, 233–235
full compromise and, 236–239
for OSINT, 235–236
word usage, 164
Pennebaker, James, 34
pentest phishing, 230–231
phishing, 8. See also vishing
(voice phishing)
communications and, 96–97
educational, 229–230
pentest phishing, 230–231
spear phishing, 128, 231–232
Phishing Dark Waters: The
Offensive and Defensive Sides of Malicious Emails, 9
Pipl site, 35–39
policy development (M.A.P.P.)
actionable, 263–265
decision-making and, 261–262
empathy bypasses, 262–263
realistic, 263–265
pretexting, 6–7, 83
18th-Floor Escape, 85–86
development, 11
elicitation and, 185
executing, 95
breathe, 96
communications, 96–98
practice, 96
script, 98
stretching, 96
framing and, 161–162
gender and, 87
goals, 85–86
how far to go, 88–90
improv and, 84–85
memory and
building, 93
business cards, 92
names, 91–92
partners, 92
practice, 93
recording devices, 92
reality versus fiction, 87–88
support, 94–95
tribe mentality and, 90
private keys, 48
psychology knowledge, 282

open-ended, 179
rapport building and, 116
quid pro quo, rapport building and, 117–118

R
rapport building, 105
accents, 111
accommodating
nonverbals, 109–110
artificial time
constraints, 108–109
assistance themes, 111–112
cultural differences, 115
dopamine, 107
ego suspension, 112–114
expectations
management, 119–120
how, why, when questions, 116
*The Moral Molecule* (Zak), 106
oxytocin, 106
practicing, 120–121
quid pro quo, 117–118
reciprocal altruism, 118–119
slower rate of speech, 110–111
sympathy, 111–112
validating others, 114–116
real-world checkups
*(M.A.P.P.)*, 264–266
reciprocity
influence and, 125–128
reciprocal altruism, rapport building and, 118–119
recording devices, 92
reporting, 12–13, 246–247

Q
questions, 177–179
assumptive, 181–182
close-ended, 180
leading, 180–181
details, 248
grammar, 248
mitigation, 248–249
professionalism, 247
Riedl, René, 107
robots, 52–54
Rochford, E. Burke Jr., 161
RSA private keys, 48
sadness, 211–215
scarcity, influence and, 134–137
science and art, 157–158
SE (social engineering)
  biblical example, 3
dark usages, 284–285
  early information, 1–2
employment as social
  engineer, 250–251
  fees, 253–254
  increasing services, 251–253
future of, 284–286
history, 2–3
impersonation, 8–9
malicious, 223
negative reactions, 7
overview, 6–10
pentesting, 225–228
phishing, 8
pretext, 6–7
SMiShing, 8
stages, 226
vishing, 8
SE pyramid
  attack launch, 12
attack plan, 11
OSINT (Open Source
  Intelligence), 10–11
pretext development, 11
reporting, 12–13
search engines
  operators, 44–45
  cache, 45
  filetype, 45
  info, 45
  inurl, 44
  site, 44
  spiders, 43
  Spokeo, 34–35
SECTF4Kids, 135
security, data breach costs,
  1–2
security awareness (M.A.P.P.)
  culture, 271–272
  positive reinforcement, 273
  rewards, 272–273
  training, 273–275
programs, 266–267
self-employed social engineers, 283
Seligman, Martin, 153
SET (Social Engineers Toolkit), 59
Shannon, Claude, 64
Shannon-Weaver
  communications model, 63
Skinner, Lisa, 189
SMCR (Sender-Message-
  Channel-Receiver)
  communications model, 63
SMiShing, 8, 240–241
  practice, 96
Snow, David A., 161
SOC (security operations center), 83–84
social engineering company employment, 284
*Social Engineering: The Art of Human Hacking*, 2, 3
*Social Engineering: The Science of Human Hacking*, 4
social engineers education, 281–282
job prospects pentesting company, 283–284
self-employment, 283
social engineering company, 284
soft skills, 277–278
extroversion, 279–280
humility, 278
motivation, 278
willingness to try, 279
spear phishing, 128, 231–232
speech rate, rapport building and, 110–111
supporter/steady (DISC system) style, 69, 78
surprise, 206–211
sympathy, rapport building and, 111–112

T
technical OSINT (Open Source Intelligence)
dOx, 34–43
Google, 43–50
search engines, 34–35
social media, 32–34
webcams, 50
technical skills for social engineers, 280–281
time constraints, rapport building and, 108–109
Tompkins, Michael, 110
tools FOCA (Fingerprinting Organizations with Collected Archives), 60
IntelTechniques, 59–60
Maltega, 60–61
SET (Social Engineers Toolkit), 59
top secret items, 48
tribe mentality, 90, 103
rapport building accommodating nonverbals, 109–110
artificial time constraints, 108–109
assistance themes, 111–112
dopamine, 107
dopamine, 107
dopamine, 107
ego suspension, 112–114
expectations management, 119–120
how, why, when questions, 116
how, why, when questions, 116
The Moral Molecule (Zak), 106
The Moral Molecule (Zak), 106
oxytocin, 106
oxytocin, 106
quid pro quo, 117–118
reciprocal altruism, 118–119
slower rate of speech, 110–111
sympathy, 111–112
validating others, 114–116
“The Tribe Mentality - THE BYSTANDER EFFECT,” 103–105
validation, rapport building, 114–116
ventral displays, happiness and, 218–219
vishing (voice phishing), 3, 8
credential harvesting, 233–235
full compromise and, 236–239
for OSINT, 235–236
-war dialing, 282
Weaver, Warren, 64
webcams, 50
WebMii, 38
WHOIS, 42
word whiskers, 110
Worden, Steven K., 161
writing knowledge, 282
Unmasking the Social Engineer:
The Human Element of Security (Ekman), 28, 183
Unmasking the Social Engineer:
The Human Element of Security (Ekman), 28, 183
Uta Hagan’s Acting Class DVD, 85
Uta Hagan’s Acting Class DVD, 85
V
yottabytes, 17
Zak, Paul, 8, 146, 214
The Moral Molecule, 8, 106
zettabytes, 17