



Who is the email from?

Is the sender genuine?



A sense of urgency / incentive

If it is too good to be true, it often is.



Who is the email to?

Have you been BCC'd?
Is the greeting generic?



Attachments

Are you expecting attachments/
drop box files / google drive
links?



What is the subject?

Is it re: a conversation
you haven't had?
Does it try to force action?



Contact Details.

Has the sender included any
contact details to verify
authenticity?



What time was it sent?

If outside of normal business
hours, be wary



Spelling and Grammar

Genuine companies care about
their brand and will check for
errors.



What does it contain?

Check any links or attachments
before clicking on them.



Website links

Is the website genuine? Is it a single
page? Is there a privacy policy?