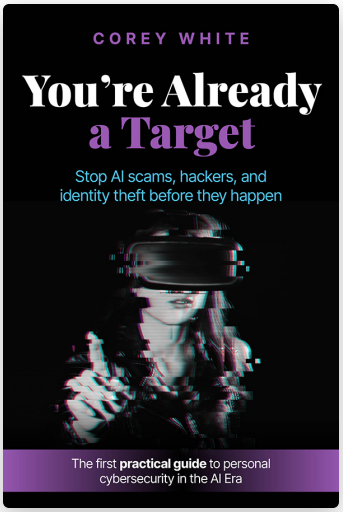



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# You're Already a Target

Stop AI Scams, Hackers, and Identity Theft Before They Happen

**COREY WHITE**

A practical guide to personal cybersecurity for everyone the security industry forgot: parents, adult children of aging parents, and the people who run a business on their own. In 2024, Americans lost **$47 billion** to identity fraud and scams. This book is a sequence of things a reader can actually finish, most of them over a weekend, in plain language.

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| HARDCOVER | ISBN 979-8-9984154-1-8 · **$27.99** · case laminate, 6 × 9 in, 294 pp |
| PAPERBACK | ISBN 979-8-9984154-0-1 · **$19.99** · 6 × 9 in, 294 pp |
| ORDERING | Ingram · **55% trade discount · returnable** |
| PUBLISHER | Cythentic Press · also on Kindle (ASIN B0HL6MMYLK) |
| CATEGORY | Personal online safety and privacy; family; self-help |
| WEBSITE | youarealreadyatarget.com |

## What readers walk away with

- Your "evil digital twin" and the data already public about you
- Why your bank will not save you, and what to do instead
- Passwords are dead: what replaced them, and how to switch
- Phishing, smishing, vishing, quishing: one click is all they need
- How to protect your children, and how to protect your parents
- Securing the solopreneur, the business of one

## Promotion plan and reach

- 11,496 LinkedIn connections, plus his weekly newsletter, *Not an Easy Target*, on LinkedIn and by email
- 41 security and business leaders endorse the book
- Keynote speaker on AI-based threats; his 2024 talk was named Talk of the Year at the SANS AI Cybersecurity Summit
- Daily short videos on Instagram as @quantum_corey
- Every event promoted on all of the above, with a tracked RSVP link and reminders the week of the event

## About the author



Corey White has spent thirty years in cybersecurity. At Cylance he was a founding executive and created ThreatZERO, one of the industry's first outcome-based security services. He then founded Cyvatar, which over seven years protected more than two hundred organizations with zero reported major customer breaches and reached number 605 on the Inc. 5000. He founded, scaled and sold the company. His 2024 talk on AI-based threats was named Talk of the Year at the SANS AI Cybersecurity Summit. He now runs Cythentic, building consumer cybersecurity for individuals, families and solopreneurs, and lives in Southern California.

> *"Most cybersecurity books are written for people who defend corporate networks. This one is written for everyone else."*
> Rob T. Lee, Chief AI Officer and Chief of Research, SANS Institute
>
> *"This belongs on every kitchen table, not just every CISO's bookshelf."*
> Marcos Marrero, Chief Information Security Officer, H.I.G. Capital
>
> *"This is the first security book I would hand to my own family."*
> Richard Stiennon, Chief Research Analyst, IT-Harvest

## The event

**Format:** a 30-minute talk drawn from the book, open Q&A, then signing. **Audience:** families, parents of teens, adult children caring for aging parents, and small business owners. **Timing:** any date that suits the store. Corey brings the crowd and promotes the event; the store orders through Ingram, hosts and sells. Local author, Orange County.

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