

# AI TOOL BS DETECTOR

## The Ultimate Checklist for Spotting Scams

From WowIsItReal.com - Cutting Through the AI Hype

### RED FLAGS - Run Away If You See These:

- ☐ "Make \$10,000/day with just 5 minutes of work!"
- ☐ Anonymous creator with no verifiable background
- ☐ Pricing hidden behind a 45-minute video
- ☐ Testimonials with stock photos or AI-generated faces
- ☐ Countdown timers that reset when you refresh
- ☐ "Only 3 spots left!" (for a digital product)
- ☐ No refund policy or buried terms
- ☐ Aggressive upsells immediately after purchase

### YELLOW FLAGS - Proceed With Caution:

- ☐ New product with very few reviews
- ☐ Vague feature descriptions
- ☐ No free trial or demo available
- ☐ Affiliate-heavy marketing (everyone is promoting it)
- ☐ Claims that seem too good for the price point
- ☐ Limited documentation or support options

### GREEN FLAGS - Signs of a Legit Tool:

- ☐ Transparent pricing displayed upfront
- ☐ Real founder with verifiable LinkedIn/social presence
- ☐ 30+ day money-back guarantee
- ☐ Reviews on third-party sites (Trustpilot, G2, Reddit)
- ☐ Free trial or freemium version available
- ☐ Active community or support forum
- ☐ Clear documentation and tutorials
- ☐ Regular updates and changelog

### QUICK SCORE GUIDE:

0-25%: Likely legit

26-50%: Caution

51-75%: High risk

76-100%: Avoid

#### BEFORE YOU BUY - DO THIS:

1. Google '[Product Name] + scam' or '[Product Name] + review'
2. Check Trustpilot, Reddit, and YouTube for real user experiences
3. Look up the founder on LinkedIn - are they a real person?
4. Read the refund policy BEFORE purchasing
5. Use our Scam Score Calculator at [WowIsItReal.com/tool](https://www.wowisitreal.com/tool)