Building Better
Pretexts

01 Keep it Simple
Think of a pretext as a machine. The more components and complications, the more opportunities for points of failure. Make your pretext easier to accept by reducing its complexity.

02 Research
The more you know about your target the easier it will be to respond to any resistance as well as create rapid rapport through familiarity of the target. OSINT and the planning processes should outweigh time spent on the execution to guarantee success.

03 Make it Familiar
There is great comfort and ease when dealing with familiar subjects. The more familiar a concept is to a target there is a greater chance of acceptance, rapport, trust and even participation. In most beliefs, familiar equals safe.

RESISTANCE
Do not accept your immediate limitations. Instead, plan for failure from the outset and for the many responses to the word no.

OSINT
Open Source Intelligence should be the first and most focused effort of your pretext process. The more you know the faster you can counter resistance.

PATIENCE
The most powerful resourcein your toolkit. Take your time and exploit opportunities your target cannot. Keep in mind your target has a budget, you do not.

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