

Identity Theft: Protect Your Reputation

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Identity Theft profoundly affects one in every four people this year. 25% of the population will experience some form of Identity Theft, and how many of them will have the financial resources to correct it, or even the knowledge that their identity has been stolen?

Identity Theft can ruin your credit. It can steal away your career. Identity Theft can make you a criminal. So, what can you do to protect yourself?

Protect Your Identity

- Keep track of your wallet
- Manage your financial assets in person
- Don't give out your financial or identifying information without knowing the person you are giving them to
- NEVER sign up for a new service over the phone – when they called you
- Research all business contacts for quality and identification

Maintain Your Identity

- Check your credit reports frequently for errors
- Verify numbers on everything
- Keep copies of all documents
- Immediately report any lost wallets or theft
- Shred ALL identifying documents before trashing them

Restore Your Identity

- Contact all credit reporting agencies to announce there's a problem
- Write letters to correct any issues
- Keep copies of all important documents in a safe place
- Contact legal authorities immediately when you suspect a problem

There are currently a variety of companies available who offer to protect your identity for you. Many of these are high quality, highly recommended companies with a track record of being reputable. However, as with any service, they are not nearly as affected, as you will be if your Identity is stolen. Protect yourself. Never leave your own personal identity to someone else to protect entirely, it is of far less consequence to them than it is to you if YOU slip through the cracks.

Marketing Guru Jan Verhoeff promotes personal accountability and integrity. If you have an issue with your identity, you should be the first to know, not the last. Working online puts everyone at risk at some point, use safeguards and be smart. Promote yourself and your business while protecting your assets and your future. For more information visit her site at <http://www.freewebs.com/janverhoeff>