Social Engineering Vulnerability Evaluation and Recommendation (SEVER) Worksheet v 1.0

Objective:

Due Dates: Optimal _____ Acceptable _____ Drop Dead _____

Is social engineering really the best way to achieve your objective?

Brainstorm attack scenarios on another piece of paper, and then continue with your favorite.

********************************* Attack Feasibility Analysis *********************************

Attack Overview:

Who is the target?

Who will you need to help you?

What will you need to do it? Include defensive measures.

Where is the best place for the target to be?

Where is the best place for you to be?

What are their obvious defenses against this type of attack?
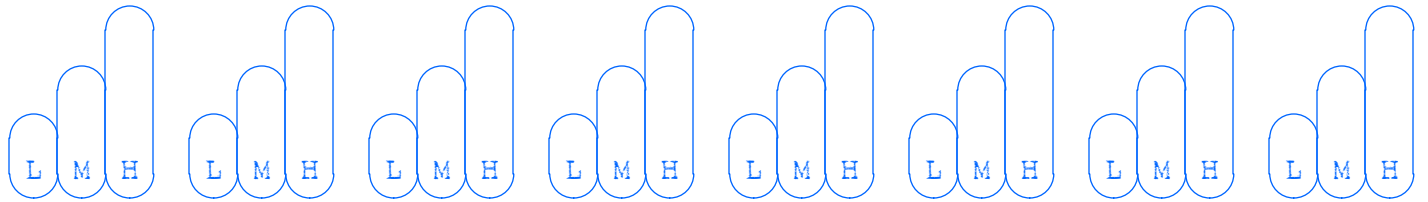
What might be "red flags" to them?

How might you maximize the effect of things you want the target to see?

How might you minimize the effect of things you do not want the target to see?

What is needed to sustain deceptions after your objective has been met?

If you get caught, what might happen to you?

Risk Time Line:

L M H　　L M H　　L M H　　L M H　　L M H　　L M H　　L M H　　L M H

_____　_____　_____　_____　_____　_____　_____　_____

Find any "show stoppers" yet? If so, bail now.

******************************** Determining Target Weaknesses *********************************

Strong Forces:

Anger/Aggression	L M H	Fear	L M H
Anxiety	L M H	Greed	L M H
Biological Maladies	L M H	News Media	L M H
Cognitive Overload	L M H	Pain	L M H
Compulsiveness	L M H	Phobias	L M H
Control	L M H	Regret	L M H
Culture	L M H	Religion	L M H
Depression	L M H	Self-Deception	L M H
Desperation	L M H	Sex	L M H
Disgust	L M H	Social Class	L M H
Drug Use	L M H	Stereotyping	L M H

Weak Forces:

Anthropomorphism	L M H	
Arrogance	L M H	
Authority	L M H	
Automaticity	L M H	
Blackmail	L M H	
Commitment	L M H	
Compassion	L M H	
Consistency	L M H	
Cynicism	L M H	
Deceit	L M H	
Desire to be Liked	L M H	
Diffusion of Responsibility	L M H	
Fashion	L M H	
Group Think	L M H	
Lighting	L M H	
Loneliness/Isolation	L M H	
Mirroring	L M H	

Moral Duty	L M H
Music	L M H
Novelty	L M H
Odor	L M H
Physical Touch	L M H
Politics	L M H
Praise	L M H
Reciprocation	L M H
Risk	L M H
Sensation Seeking	L M H
Silence	L M H
Stacking	L M H
Superstition	L M H
Sympathy	L M H
Temperature	L M H
Time	L M H
Uncertainty	L M H

Ignore the ones that are rated Low. Of the forces you rated either Medium or High circle the names of the ones you or your team are particularly good at exploiting.

What is your plan of attack based on what you know now?

What else do you need to learn about the target?

What are your targets goals and needs? If you were to fulfill them would it help achieve your objective?

Can and should you leverage an existing conflict? If so, how?

Can and should you break up the attack into smaller pieces that are less noticeable?

At what points can you safely make them rush?

At what points should you delay?

Can and should you make the attack multifaceted to increase legitimacy?

List the feedback channels that will be available throughout to gauge your success.

What are possible indicators of the failure of your plan? What will you do if they occur?

If you run into trouble at a specific point how will it affect the effectiveness of methods you may use in the future?

Can you discreetly test their vulnerability to any of the methods you intend to use?

List any date or time restrictions.

List any advantageous dates or times.

How might you manipulate their perception of trust cues?

How can you modify your language to improve your results?

What resources might serve as a means of amplifying your efforts?

What is your pretext?

How might they try to confirm your pretext?

How might they do a "reality check"?

How might they try to throw you off of your script?

Ways to make your target remember your message:

Be repetitive.
Arouse them.
Give them a stereotype.
Give them a sound bite.
Use the good name of someone else.

Other general tips:

Make things appear to be their idea.
Give them instant gratification.
It is not what you think that matters.
Learn when to stop pushing.
Pay attention to the small things.
Put the target in a group with others who will behave favorably.
Plausible deniability only works in politics.
Gender and age have associated threat.
Social engineer yourself.
Negative/disconfirming evidence can be just as important as positive results.
Social groups are about exclusion, not inclusion.
Use their delusion.

Techniques that should be "red flags" to your target but they will probably work anyway:

Focus on the symptoms.
Promise of a large reward for little effort.
Prohibition from talking to others.
Something is wrong because it is on someone's "agenda".
Reverting to authority.
False choices.
Perpetual changes.
Contradiction posing as reason.
Inflammatory language.
Seeing only in hindsight.
Removal of valid options.
Conclusions made without the facts.
Excuses, excuses.
Talkin' loud and sayin' nothing.

YOUR MESSAGE HERE