

DALE CARDWELL

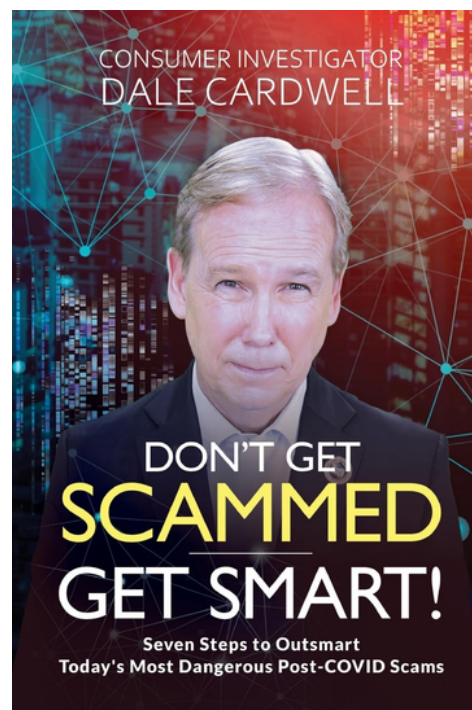


Award-Winning Consumer Investigator

If you ask Gemini or ChatGPT who the best-known consumer investigator in Atlanta is, you may be surprised by the answer. Dale Cardwell has been silently—and not so silently—doing the work. For more than three decades, he has built a national reputation as one of America's most trusted consumer investigators, exposing scams, confronting fraudsters, and protecting everyday people from deception.

After 15 years with WSB, the six-time Emmy winner started his own consumer research and referral business, TrustDale.com. Since 2009, TrustDale has generated \$2.6 billion in commerce for its certified businesses and helped more than two and a half million North Georgians connect with companies they can trust. But Dale never stopped investigating.

Through his nationally syndicated TV show TrustDALE Investigates and YouTube channel, TrustDaleTV, Dale and his team have recovered more than \$1.5 million in cash, goods, and services for consumers who thought their money was gone for good. Dale's new book, *Don't Get Scammed, Get Smart!: Seven Steps to Outsmart Today's Most Dangerous Post-COVID Scams*, immediately hit Amazon's bestseller list in the Consumer Guides category.



Don't Get Scammed, Get Smart! is Dale Cardwell's essential guide to outsmarting today's most dangerous post-COVID scams. In this concise handbook, he shares a proven seven-step strategy to spot fraud early and protect what you've worked hard to earn. **Order your copy here!**

Signature TOPICS

1. **Granny Isn't the Only One Getting Scammed:** Why fraud is now an equal-opportunity crime across generations
2. **The Psychology of the Con:** Why even smart, educated people fall for scams
3. **Scam-Proof Your Life:** Seven steps to outsmart today's top fraudsters
4. **AI & Deepfakes:** How new technology has supercharged old scams
5. **Disaster Donations:** What every good-hearted giver should know before sending money
6. **The Post-COVID Fraud Boom:** How uncertainty became the scammer's playground
7. **From Teens to Retirees:** How to talk to your family about scams before they happen
8. **How to Vet a Business in Five Minutes or Less:** Dale's quick credibility checklist
9. **Inside the Scammer's Playbook:**
Emotional triggers that fuel every fraud
10. **Fraud as a Family Issue:** Teaching kids, parents, and grandparents to spot the signs

Ideal Audiences

- Everyday consumers wary of being conned
- Seniors and caregivers protecting loved ones from fraud
- Financial educators and journalists
- Business and ethics professionals
- High school & college students entering adulthood
- Holiday shoppers (gift-book angle: "Granny isn't the only one getting scammed")

Takeaways for Audiences

- Learn Dale's 7-step DEAL framework to evaluate any offer or transaction.
- Understand the new "Rip-Off Range" where most scams live.
- Recognize emotional triggers scammers exploit: urgency, trust, greed, fear.
- Get a simple daily habit that makes you 90% less likely to fall for fraud.
- Know where to go and what to do immediately if you or a loved one is scammed.

Resources



Dale Cardwell joins **The Reconnect with Carmen LaBerge** in segment two to break down the most common ways scammers target you & how to protect yourself before it's too late.
Tune in to listen to his segment.

Videos



Check out Dale's video series as he brings his trusted consumer advocacy work directly to viewers, breaking down real scams, industry pitfalls, and everyday consumer issues in a clear and engaging way.

