



## PRO TIP: Don't Do This!

- **Words & numbers with personal connections can be socially engineered**  
Pet or child's name, zip code, birthday, school mascot, etc.
- **Rude, vulgar or swear words** (criminals try these first!)
- **Pop culture phrases and names** Eminem, StarWars, Packers, etc.
- **Password “transformations”** Pswd20!7, Pswd20!8, Pswd20!9
- **Real words yield to “dictionary cracking”**  
Especially words in an expected order, such as famous quotes or lyrics
- **Obvious patterns and repetitions** 5555, qwerty, Abcd,1234, etc.
- **Special characters or numbers last** (90% do this),  
**first or between words**
- **Obvious special character substitutions**

Most used numbers

9, 0, 1

Most used special character

!

a=@	b=8	c=(	d=6	e=3	f=#	g=9	h=#	i=1	i=!	k=<	l=1
l=i	o=0	q=9	s=5	s=\$	t=+	v=>	v=<	w=uu	w=2u	x=0%	y=?