



DIGITAL DOWNLOAD
THE NEW MILLIONAIRE'S PLAYBOOK

Crypto Investing Made Easy

Get into the game by learning the basics
of this revolutionary way of moving
money and information.



Digital Finance Dictionary

Altcoin – Any coin that isn't bitcoin.

Bitcoin – The first and most valuable cryptocurrency. Coined as “Digital Gold” due to its stability in the digital currency market.

Blockchain – Blockchain is the underlying technology behind cryptocurrencies. It is a system of recording information in a way that makes it difficult or impossible to change, hack, or cheat the system. A blockchain is the result of sequential blocks that build upon one another, creating a permanent and unchangeable ledger of transactions (or other data).

Coinbase – A popular centralized cryptocurrency exchange. Coinbase made history recently as the first cryptocurrency exchange to go public on the Nasdaq.

Cold Wallet/Cold Storage (Also called hardware wallets) – A secure method of storing your cryptocurrency completely offline. Many wallets are physical devices that look similar to a USB drive. This kind of wallet can help protect your crypto from hacking and theft.

Cryptocurrency – A type of currency that's digital and decentralized. Cryptocurrency can be used to buy and sell things, or as a long-term store of value.

Decentralization – The principle of distributing power away from a central point. Blockchains are traditionally decentralized because they require majority approval from all users to operate and make changes, rather than a central authority.

Decentralized Applications (DApps) – Applications designed by developers and deployed on a blockchain to carry out actions without intermediaries. Decentralized finance activities are often completed using decentralized apps. Ethereum is the main network.

Digital Gold – Experts sometimes compare specific cryptocurrencies to real gold based on the way it can store and increase in value. Bitcoin is commonly referred to as digital gold.

Ethereum – The second largest cryptocurrency by trade volume. Ethereum is a crypto network and software platform that developers can use to create new applications, and has an associated currency called ether.

Exchange – A cryptocurrency exchange is a digital marketplace where you can buy and sell cryptocurrency.

Gas – A fee that developers have to pay to the Ethereum network in order to use the system. Gas is paid in ether, the native cryptocurrency of Ethereum.

HODL – Stands for “Hold On for Dear Life”. It refers to a passive investment strategy in which people buy and hold onto cryptocurrency – instead of trading it – in the hopes that it increases in value.

Initial Coin Offering (ICO) – A way that funds are raised for a new cryptocurrency project. ICOs are similar to Initial Public Offerings (IPOs) of stocks.

Market Capitalization (Market Cap) – Cryptocurrency market capitalization refers to the total value of all the coins that have been mined. You can calculate a crypto’s market cap by multiplying the current number of coins by the current value of the coins.

Mining – The process whereby new cryptocurrency coins are made available and the log of transactions between users is maintained.

Non-fungible Tokens (NFTs) – Non-fungible tokens are units of value used to represent the ownership of unique digital items like art or collectibles. NFTs are most often held on the Ethereum blockchain.

Peer-to-peer – Two users interacting directly without a third party or intermediary.

Public Key - Your wallet's address, which is similar to your bank account number. You can share your public wallet key with people or institutions so they can send you money or take money from your account when you authorize it.

Private Key - The encrypted code that allows direct access to your cryptocurrency. Like your bank account password, you should never share your private key.

Smart Contract - An algorithmic program that enacts the terms of a contract automatically based on its code. One of the main value propositions of the Ethereum network is its ability to execute smart contracts.

Stablecoin or Digital Fiat - A stablecoin pegs its value to some other non-digital currency or commodity. A digital fiat represents a fiat, or government-backed currency on the blockchain. (Example: Tether, which is pegged to the U.S. dollar)

Volatile - Liable to change rapidly and unpredictably; often used to describe cryptocurrency.

Wallet - A place to store your cryptocurrency holdings. Many exchanges offer digital wallets. Wallets may be hot (online, software-based) or cold (offline, usually on a device).

Part 1. General Safety In The Digital Finance Space

1. BIGGEST MISTAKES PEOPLE MAKE

Weak or Reused Passwords: Using weak passwords or reusing passwords across multiple platforms is a significant security risk. Hackers can use password-guessing techniques or exploit breaches on other websites to gain access to your crypto accounts. It's crucial to use strong, unique passwords for each crypto-related account.

Lack of Two-Factor Authentication (2FA): Failing to enable two-factor authentication is another common mistake. 2FA adds an extra layer of security by requiring a second verification method, such as a code sent to your mobile device, in addition to your password. It significantly reduces the risk of unauthorized access.

Phishing Attacks: Falling victim to phishing attacks is a major concern in the crypto space. Phishing attempts often involve fraudulent emails, messages, or websites designed to trick users into revealing their private keys, passwords, or other sensitive information. Always double-check the legitimacy of any communication or website related to your crypto accounts.

Insecure Wallet Storage: Storing cryptocurrencies on exchanges or insecure online wallets can be risky. Exchanges can be vulnerable to hacks, and online wallets can be compromised if proper security measures aren't in place. It's recommended to use hardware wallets (cold wallets) or secure software wallets that offer robust encryption and backup options.

Sharing Private Keys: Sharing your private keys or wallet recovery phrases with anyone is extremely dangerous. It provides complete control and access to your funds. Keep your private keys and recovery phrases offline and secure, preferably in multiple physical locations.

Lack of Regular Updates: Failing to update wallets, software, or operating systems can expose you to security vulnerabilities. Developers often release updates to address security flaws, so it's essential to stay up to date with the latest versions of your crypto-related software.

Trusting Unverified Sources: Trusting unverified sources, such as unregulated exchanges or unknown crypto projects, can lead to financial losses. It's important to do thorough research, read reviews, and verify the credibility and security of platforms or projects before investing or using their services.

Falling for Investment Scams: Cryptocurrency investment scams are prevalent. Be cautious of promises of high returns, guaranteed profits, or investment opportunities that seem too good to be true. Always conduct due diligence and be skeptical of investment schemes that lack transparency or require you to send your funds to unknown individuals or platforms.

2. KEY RULE: ONLY INVEST WHAT YOU'RE WILLING TO LOSE

This rule is not meant to discourage investment in cryptocurrencies but rather to promote responsible and risk-aware investing. It encourages you to assess your financial situation, set realistic expectations, and make informed decisions that align with your risk tolerance and overall investment strategy. Here is the reasoning behind this rule:

Volatility and Uncertainty: Cryptocurrencies, such as Bitcoin, Ethereum, and others, are known for their high volatility. Prices can experience significant fluctuations in short periods, which can result in substantial gains or losses. The crypto market is also relatively young and less regulated compared to traditional financial markets, leading to increased uncertainty.

Lack of Regulation and Protection: Cryptocurrencies operate outside traditional financial systems and often lack the same level of regulation and investor protection. Unlike banks or brokerage firms, crypto exchanges and platforms may not have the same safeguards, insurance, or regulatory oversight. This increases the risk of hacking, fraud, or technical issues that could lead to the loss of funds.

Learning and Experimentation: For many people, investing in cryptocurrencies is a new and rapidly evolving experience. It's a complex field with constantly changing technologies, trends, and investment opportunities. By investing only what you're willing to lose, you allow yourself the freedom to learn and experiment without significant financial consequences. It provides an opportunity to gain hands-on experience, understand the dynamics of the market, and make informed investment decisions over time.

Diversification and Risk Management: Diversification is a fundamental strategy in investing. By allocating only a portion of your investment portfolio to cryptocurrencies, you spread the risk across different asset classes, such as stocks, bonds, real estate, or commodities. This approach helps to balance the potential losses associated with volatile assets like cryptocurrencies with the stability of more established investments.

Emotional Well-being: Investing in cryptocurrencies can evoke strong emotions, such as fear, greed, or anxiety, particularly during periods of market turbulence. Placing too much money into crypto investments can amplify these emotions and lead to irrational decision-making, such as panic-selling during market downturns or chasing quick profits without proper analysis. Investing only what you're willing to lose allows you to approach your investments with a calmer mindset, reducing the emotional burden and making more rational choices.

3. PRIVATE KEY VS. PUBLIC KEY

Here's an explanation of the security difference between a private key and a public key, along with their appropriate use cases:

Private Key:

- A private key is a randomly generated, secret cryptographic key that is kept confidential by the owner. It is typically a long, unique string of characters.
- As the name suggests, the private key should remain private and should never be revealed to others.
- Losing or compromising the private key could lead to unauthorized access to encrypted information or the ability to impersonate the key owner.
- **Private Key Usage:** Private keys are primarily used for decrypting data and creating digital signatures. They are typically used by the owner of the key to secure their own information, authenticate themselves, or sign digital transactions.

Public Key:

- A public key is created from the private key using special math. It's designed so that it's nearly impossible to figure out the private key just by looking at the public key.
- The public key is openly distributed and shared with others, hence the name "public." It can be freely used by anyone who wants to encrypt data or verify digital signatures created with the corresponding private key. In secure communication, public keys are used to make sure that only the intended recipient can read the information.
- While the public key allows encryption and verification, it does not provide the ability to decrypt data or create valid signatures. This ensures that even if the public key is compromised, the private key remains secure.
- **Public Key Usage:** Public keys are like special locks that other people use to send secret messages or make sure something is real. They are shared with many people to help keep communication secure, exchange information safely, or make sure digital things are genuine.

4. HARDWARE WALLET

A hardware wallet is a physical device, similar to a USB drive or a small computer, specifically built for securely storing private keys and conducting cryptocurrency transactions. It typically includes its own screen, buttons, and internal security measures to protect sensitive information. Here's an explanation of how it enhances safety and security:

Offline Storage: A hardware wallet stores private keys offline, providing extra protection against online threats like hacking. Private keys are kept offline, reducing the risk of remote hacking attempts.

Secure Key Generation: Hardware wallets generate private keys securely within the device, preventing exposure to potentially compromised environments. This reduces the risk of key theft during generation.

Private Key Protection: Private keys are securely stored within the hardware wallet, never revealed to the computer or internet during transactions. This safeguards keys from malware or keyloggers on the computer.

Transaction Verification: Hardware wallets securely sign cryptocurrency transactions using the stored private key. The signed transaction is displayed on the device's screen for accurate verification, preventing malicious tampering.

User Authentication: Hardware wallets use extra security measures like PIN codes or passphrases to verify the user's identity. This protects private keys even if the device is lost or stolen, as the attacker would need the correct PIN or passphrase.

Backup and Recovery: Hardware wallets offer secure backup and recovery options. This includes generating a recovery seed—a backup of the private keys in the form of a sequence of words. The recovery seed allows restoring wallet access if the device is lost, damaged, or stolen.

Part 2: Getting Started

1. Order your hardware wallet via [Trezor](#)
2. Setup your coinbase account
 - a. Go to site
 - b. Create an account
 - c. Verify account
 - d. Link bank account
3. Safeguard your private key
 - a. Write down your private key on a piece of paper & store it in a safe or very secure place (do not share with anyone)

Part 3: Investing Your First \$50

1. Login to your coinbase account
2. Go to Bitcoin
3. Click “buy bitcoin”
4. Enter the amount you want to invest (minimum \$50 recommended)

5. Confirm amount in wallet

6. Add an auto-buy every month of an amount you are comfortable with (even \$10-\$20 to start). That's equal to a couple of lattes and even less than one meal out!

7. Track your investment with the [Delta Investment Tracker app](#).

8. Take note of how you feel around this investment. keep an eye out for trends in the market, and continue to do your own research around projects that interest you and align with your values and ethos.

Congratulations! You've taken the first step and invested in cryptocurrency. You are officially part of 4.2% of the world population who are in the digital finance space - that's cause for celebration!

Conclusion

We are so excited to have shared this wisdom with you! We believe that everyone should feel empowered to invest in crypto and take advantage of the life changing opportunity it offers.

From here, we invite you to check in on your investment every week or so, and track how it's doing. We encourage you to view this as a long term investment, so don't focus too much on the short term gains or losses.

To complete this guide, journal using the following prompts:

1. On a scale from 1-5, where would you rate your understanding of crypto? How does it differ from where you were prior to this guide?
2. What is the most interesting thing you learned in this guide?
3. After learning more, what most interests you about investing in crypto?
4. Do you feel confident you could explain to someone what crypto is? In your own words, how would you describe it?
5. What would your dream scenario be from investing in crypto?
6. What is one step you can take towards that crypto dream?

If you have any questions or feedback, we'd love to hear from you. Reach out to hello@ctr.com.

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