CRYPTO INVESTING FOR BEGINNERS

The Safe & Simple Way To Invest In Bitcoin & Cryptocurrencies TODAY

Profits Run

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Introduction

Most traders and investors are familiar with stocks, bonds, and mutual funds. ETFs and options are a little more obscure, but still widely used. Then you've got foreign exchange trading, precious metals, and commodities like corn, wheat, and pork bellies.

For the most part, these terms and investments are commonplace, and most traders grasp a fundamental understanding of what it means to buy or sell a stock, a bond or any of the other established investment vehicles.

And yet, it wasn't always this way. We're only a handful of decades removed from a time when hardly anyone understood how stocks and bonds worked. Those that took the time to educate themselves on stocks and bonds would have been handsomely rewarded.

During the 20th century, the stock market returned an annualized 10.4% return per year. Just $1,000 invested in the stock market in 1900 would have turned into $19.8 million dollars by the year 2000.

We may be presented with a similar opportunity today with something relatively new known as "cryptocurrencies" - the most popular of which is Bitcoin. Bitcoin has exploded in value, appreciating by an astonishing 49,999,900% in just ten years (as opposed to 100 like the stock market).

No other investment came even close to that kind of growth in such a short period of time. And on the surface, the idea of buying or trading a digital currency that's not backed by any underlying security might seem crazy.

But keep in mind, 120 years ago the idea of buying a stock or bond certificate seemed crazy to most people. And now it's a widely accepted practice. And remember, very few currencies in the world today are actually backed by gold or anything at all, really.

So while buying a cryptocurrency with no physical backing might seem strange now, it might become commonplace in the next few years. And those that get in now could reap massive profits. In this report, you'll get a straightforward introduction to Bitcoin and cryptocurrencies.

But before we jump in, let me give you the single most important piece of advice when it comes to these new currencies…

WARNING: Cryptocurrencies in their current state are to be considered high-risk/high-reward investment opportunities. Some investors have made fortunes with these emerging investments. But others have seen their cryptocurrency investments vanish overnight.

So it goes without saying: Don't invest anything in cryptocurrencies unless you can afford to lose it. And don't allocate more than 5% of your total account size to any kind of high-risk investment opportunity like cryptocurrencies. So, if you have a $100,000 portfolio, the most you should consider allocating to cryptocurrencies is $5,000 TOTAL. Meaning that if you buy multiple cryptocurrencies, your total investment should equal $5,000 or less.

By following this rule, you can protect the rest of your portfolio in case these cryptocurrencies go bust, while still giving yourself a chance to go after a massive profit if these currencies go mainstream and explode in value.

This report will not make you an expert, but it will open the door for you and motivate you to take the next step to learn more on the opportunities presented by this exciting new development.

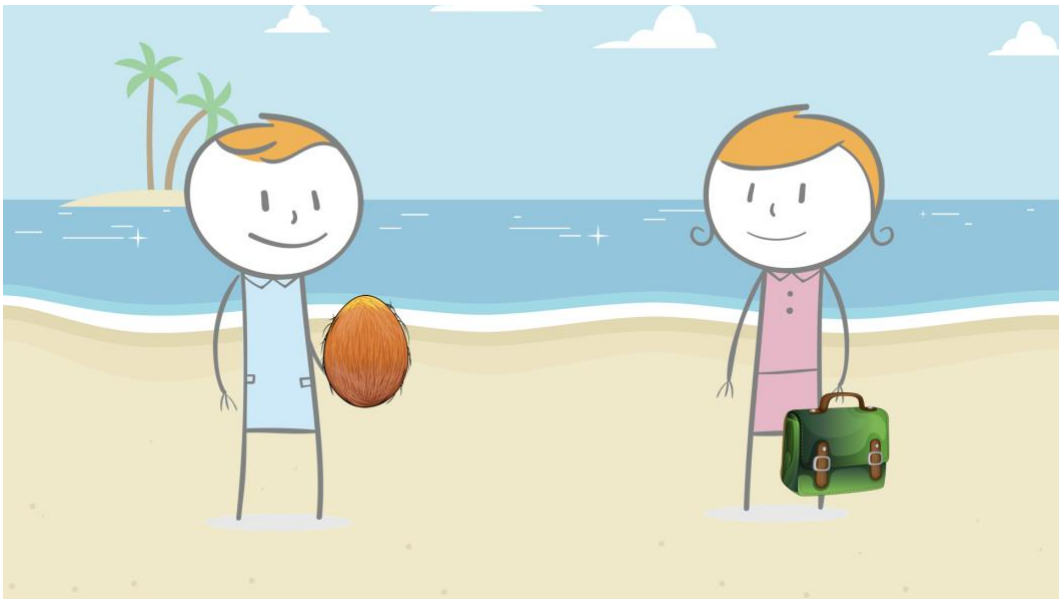
We'll be using Bitcoin as the primary example in this report, but what you learn can be applied to most all cryptocurrencies.

To A Bold Future,

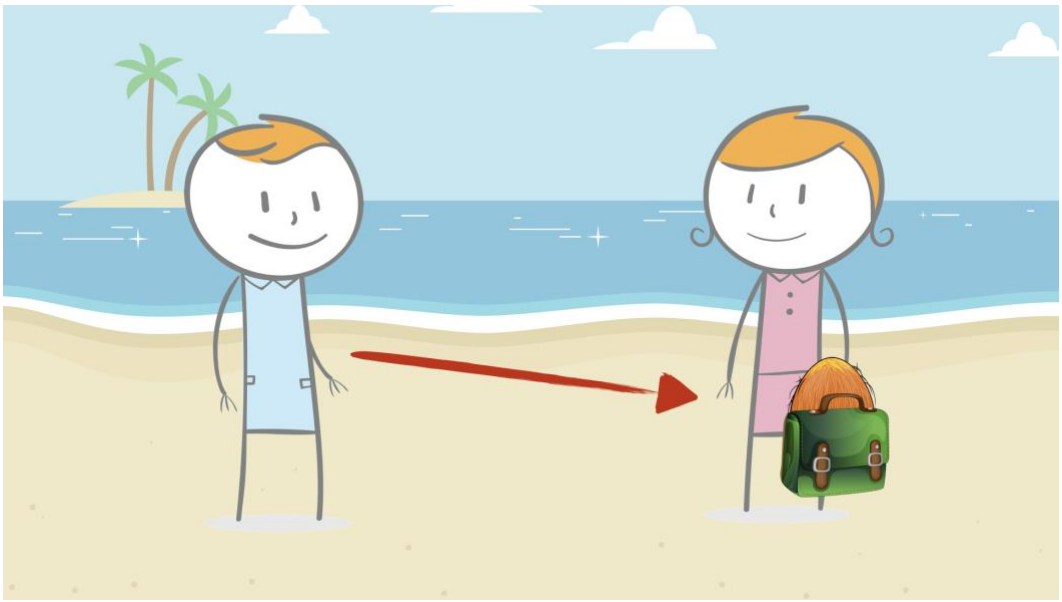
Michael James
Senior Editor, Profits Run

What Is Bitcoin?

The concept of Bitcoin can be a little tricky at first, so to help you understand, let me tell you a short story.

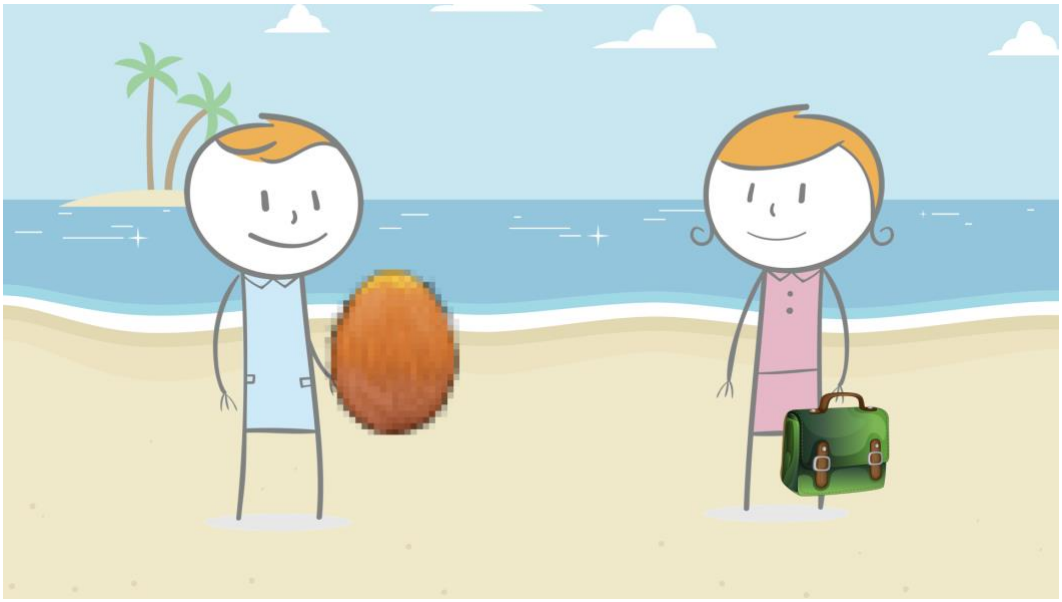


Imagine two people on a beautiful beach – let's call them Sammy and Suzie. Sammy has 1 coconut and he wants to give it to Suzie, who has zero coconuts.



After Sammy gives the coconut to Suzie, he now has 0 coconuts, and Suzie has 1, which she stores in her lovely green satchel. We know this because we can physically observe the transaction, and we can physically touch the coconut. There's only 1 coconut here – not 2, not 3. You can't pull coconuts out of thin air. This type of in-person exchange is something we can all understand.

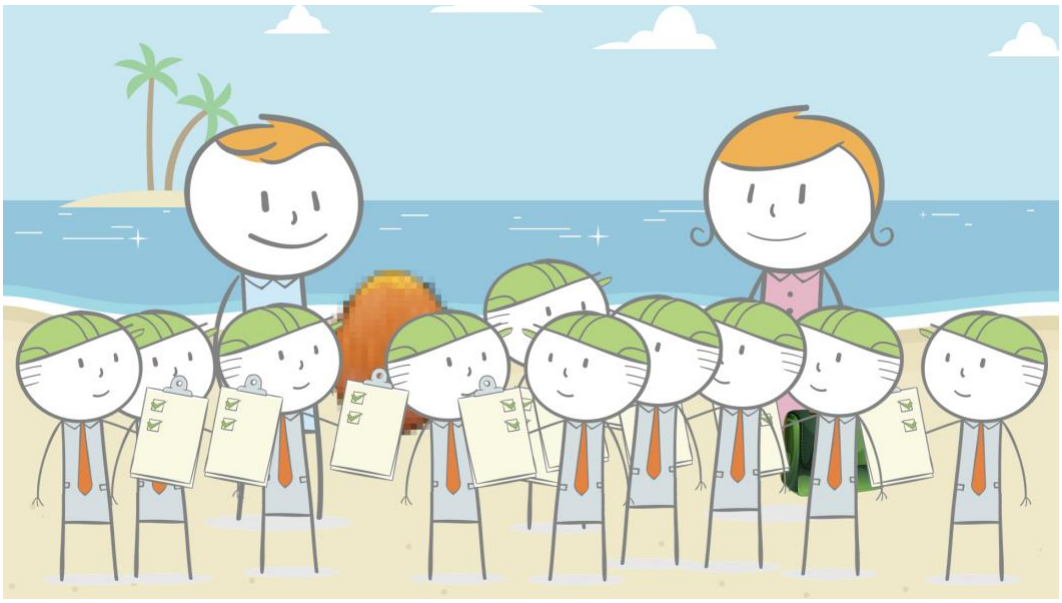
But what happens if Sammy wants to give Suzie 1 *digital* coconut? How does she know she will be the only owner of it? How does she know that Sammy didn't make 10 copies of it that he gave to other people? This kind of transaction is more complicated.



One solution would be to bring in a third party to keep track of the transaction on a ledger. Let's call this person Andy the Accountant. He could write down on his ledger that Sammy gave Suzie 1 digital coconut, which is stored in her green satchel. That way, someone is keeping track.

Of course, this solution is flawed, because Andy could also just create more entries in his ledger, thus creating more digital coconuts. There's no trust in this scenario, so this solution doesn't work.

But what if there were 10 accountants in charge of keeping track of this transaction? And what if all 10 had copies of the exact same ledger?



Now we're getting somewhere! But instead of just 10 accountants standing on the beautiful beach with Sammy and Suzie, what if there were thousands of them spread across the globe - a huge network of people who all have a copy of the same ledger that keeps track of every digital coconut transaction.

At a simplified level, that is exactly how Bitcoin works.

Bitcoin **Wallet** **Miners** **Blockchain**

- The “digital coconut” in our example is a ***Bitcoin***, and every Bitcoin is unique.
- The “satchel” that Suzie used to store her digital coconut is called a ***Wallet***, and every Wallet is unique.
- The “accountants” spread across the world are called ***Miners***.
- The common shared “ledger” that all the Miners have copies of is called the ***Blockchain***, because the sequential transactions stored in it are called ***blocks***. Blockchain is actually more than just a simple ledger, as it is the technology that enables Bitcoin to be transferred. It has a set of rules and regulations that all the Miners must follow; thus, it is governed by the peer network of Miners. Another way to think of Blockchain is like this: Blockchain is to Bitcoin like the Internet is to Email.

So why would a Miner have any interest in participating in a Blockchain network? What do they get out of it?

Well, one of the ingenious ideas built into the Blockchain rules actually awards Bitcoins to Miners who use their computers to solve very complex mathematical equations. This

is the only way that new Bitcoins are created. The process of solving these equations is called ***Mining***, thus the reason for the term Miners.

Per the Bitcoin protocol, there are a finite number of Bitcoins that can ever be mined – about 21 million. The rules increase the complexity of the mathematical problems to be solved so that it becomes increasingly difficult to mine Bitcoins year after year. It is estimated that all 21 million Bitcoins will be mined by the year 2140.

After all Bitcoins are mined, the Miners will still have an incentive to maintain the Blockchain through transaction fees.

Does Knowing This Make You A Better Bitcoin Investor?

No, not really. The technical aspects of cryptocurrency are something that you will likely never have to deal with or encounter as an investor, outside of storing your coins in a wallet.

What *is* important, however, is that you understand why developers and investors all over the world are so excited about cryptocurrency and the blockchain technology. Because of how blockchain works, it is completely 100% decentralized.

No government entity, company, or person has direct control over the blockchain or the cryptocurrency that it supports.

The blockchain is completely open-source code, meaning that anyone in the world can contribute to its development or improvements. As time went on, more and more people got involved with cryptocurrency due to its decentralized nature.

Some people worked on the mining side (like the accountants in our example), growing the blockchain (ledger) by recording past transactions. In doing so these miners were rewarded with Bitcoins.

Other people invested in cryptocurrency, converting their fiat money (U.S. dollars, euros, etc.) into Bitcoin. Everyone involved in Bitcoin has a copy of the blockchain with every transaction. This has resulted in a network that has never been hacked and is constantly getting more and more secure with each new person that uses it.

Since 2009, Bitcoin sparked a revolution that created hundreds of new cryptocurrencies (often referred to as **altcoins**). These altcoins were created to be used in many different ways that extend beyond simply being decentralized money.

As an example, Ethereum is an open sourced software that is based on the Bitcoin blockchain. It is used to build and run decentralized applications. One of the more famous ones is called a smart contract, which allows two parties to negotiate without the need for a third party (typically a lawyer).

To run these applications, it costs money. Ethereum created a coin that pays for transaction fees, services, and other costs within the Ethereum network. This coin, called Ethereum, is second in market cap only to Bitcoin. This is just the tip of the iceberg. Blockchain technology is currently being looked at for applications in virtually every industry by some of the largest companies in the world.

Blockchain technology will not simply just revolutionize currency. **It will change the way ANY information is shared, stored, or transacted for the foreseeable future.** I apologize if this sounds overwhelming, because it can be! But it is important to understand how significant blockchain technology truly is.

Again, as a trader or investor, the technical details of cryptocurrency are not that important. You won't be spending much time "under-the-hood". But what you need to take away from this is the following:

Blockchain has arrived and it is here to stay, despite what many politicians, bankers, and talking heads would have you believe. Traditional financial institutions are trying to inject **Fear**, **Uncertainty**, and **Doubt** (known as F.U.D.) into cryptocurrency's future…

But as long as people continue to trade cryptocurrencies, they will only get **more secure** and **more desirable** over time. Governments and banks around the world will be forced to watch as these digital coins take off while their beloved fiat currency continues to battle inflation.

It’s easy to see why they are scared to death by cryptocurrency when you understand how it works. So now that you know the history behind crypto, how the blockchain works, and **why it’s such a great opportunity for driving profits**…

Let’s talk about how to get started by purchasing your first Bitcoin.

How To Get Started

The simplest way to invest in Bitcoin is to buy some through an established firm.

If you’re a U.S. investor, an easy solution is Coinbase. This firm sells Bitcoin to you at a slight markup over the current market price. You can link your Coinbase account to a regular bank account to easily transfer funds back and forth.

It’s important to note that Coinbase is not a Bitcoin exchange. Instead, you are buying and selling Bitcoins directly from the firm, which has to then procure them from other buyers. This can sometimes create delays when executing your orders.

For a traditional Bitcoin exchange, you may want to consider Coinbase Pro, Coinbase’s sister site. This is where you are trading with other users directly and not a centralized firm.

Liquidity tends to be higher with a Bitcoin exchange and it’s quicker to find someone to take the other side of your trade.

A simple online search for “bitcoin exchange” will give you dozens of options which you can review to decide which one is best for you. However as a true cryptocurrency trader, you’ll be buying and selling more than just Bitcoin.

Let’s examine some of the top performers in cryptocurrency that warrant a closer look for immediate investment.

The Top 10 Cryptocurrencies to Invest in Right Now

1. **Bitcoin (BTC)**

   The king of cryptocurrency, Bitcoin holds the biggest share of the market and will continue to do so. Initially started as an experiment, the first cryptocurrency ever created has rewarded its early investors handsomely with incredible returns.

2. **Ethereum (ETH)**

   Ethereum is an open-source, blockchain-based computing platform and operating system featuring smart contract functionality. It was one of the first cryptocurrencies to challenge Bitcoin in market share and has been the gold standard for utility tokens, which are cryptocurrencies that serve some sort of purpose outside of simply being currency.

3. **XRP (XRP)**

XRP is a real-time gross settlement system (RTGS), currency exchange and remittance network. Using a common ledger that is managed by a network of independently validating servers that constantly compare transaction records, Ripple doesn't rely on the energy and computing intensive proof-of-work used by Bitcoin. Ripple saw a meteoric rise in 2017 and has since bounced around, dipping and diving several times. Relatively speaking, though, it’s a great value compared to the other popular cryptocurrencies out there.

4. **Litecoin (LTC)**

Litecoin is a peer-to-peer digital currency that enables instant, near-zero cost payments to anyone in the world. It’s basically a faster, “lighter” (hence the name) version of Bitcoin. As the third oldest cryptocurrency still standing, Litecoin has performed very well over the years.

5. **NEO (NEO)**

NEO is a next generation smart economy platform (formerly Antshares). Its name, reminiscent of the protagonist of The Matrix Trilogy, means “young and new” in Greek. NEO is known for its explosive growth and seemingly self-aware wallet application that tells users to “Wake up… NEO” when launched. NEO, like other popular altcoins that have cooled since 2017, remains a massive “value play” among the top altcoins.

6. Stellar (XLM)

Stellar Lumens advertises itself as an open-sourced, distributed payments infrastructure, built on the premise that the international community needs “a worldwide financial network open to anyone.” Stellar Lumens will fill this need, connecting individuals, institutions, and payment systems through its platform. Like many of the altcoins on this list, Stellar enjoyed amazing growth to close out 2017 before falling. Now, it (along with NEO, XRP, and others) represents a great value for altcoin investors.

7. IOTA (MIOTA)

IOTA is a cryptocurrency, but that doesn’t tell you much. It’s very different from other forms of digital money like Bitcoin – it’s designed for the Internet of Things (IoT). Its developers see a future where machines trade resources (electricity, storage, bandwidth, data, etc.) and services with each other using IOTA as payment. It’s also not even based on a blockchain, like virtually every other cryptocurrency. Instead, it runs on a directed acyclic graph (DAG) referred to as “The Tangle”. IOTA had a big run-up during the holiday season in 2017, launching it into the short list of top market cap cryptos. After selling-off through 2018-2019, IOTA’s bottomed and looks ready to recapture those 2017 highs.

8. **EOS (EOS)**

EOS enables smart contracts, similar to Ethereum, but with interesting performance and scalability benefits. It specializes in commercial-scale decentralized applications called dApps. Investors responded positively to EOS's grand ambitions, buying up the token in droves and making it a top market cap cryptocurrency in the process in 2018. Now, after dropping, EOS is establishing a strong base before eyeing another move higher.

9. **Cardano (ADA)**

Cardano is like EOS in that it is trying to create an improved variation on Ethereum. However instead of looking at making big, commercial applications, Cardano is instead trying to offer more advanced features at a smaller scale. It shot up like a rocket in 2017 and managed to hang around as a popularly held cryptocurrency. More recently, it's begun to surge once again.

10. **Dash (DASH)**

Dash (formerly known as Darkcoin and XCoin) is an open source peer-to-peer cryptocurrency. On top of Bitcoin's feature set, it currently offers instant transactions (InstantSend), private transactions (PrivateSend) and operates a self-governing and self-funding model that enables the Dash network to pay individuals and businesses to perform work that adds value to the network. While Bitcoin was struggling in early 2017, Dash was experiencing massive growth and

has become a staple in the portfolio of many a diversified crypto investor. With Bitcoin's most recent rally, Dash has started to rise on its own.

Conclusion

Now that you have read this report, you are no longer unfamiliar with Bitcoin, the background of cryptocurrencies, and the many altcoins that Bitcoin has spawned.

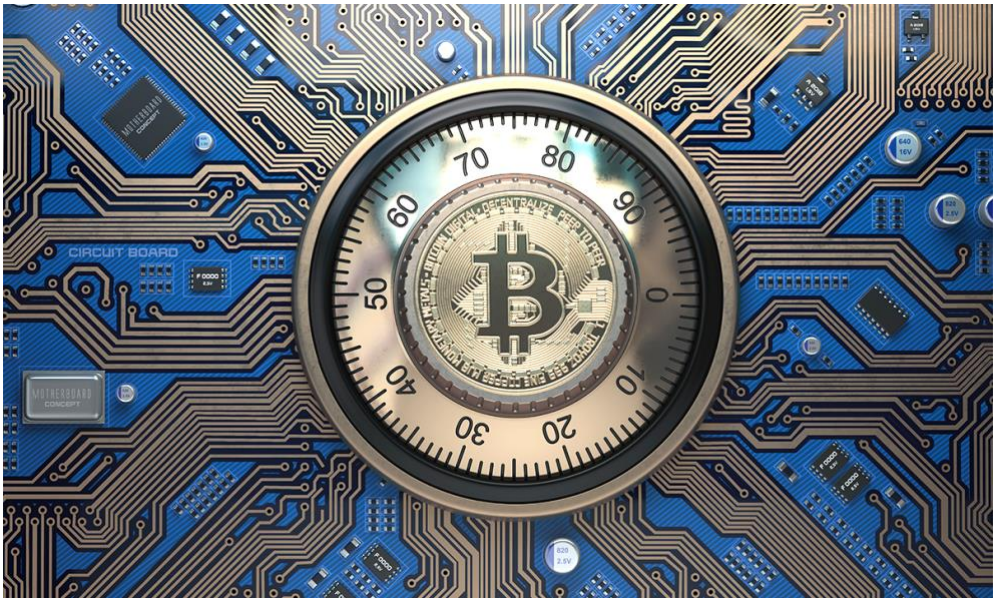
In fact, you now possess more digital currency knowledge than 90% of all investors and traders. You now understand the risks associated with digital currencies and how to mitigate those risks with the proper education and sound risk management principles.

Think of the information in this report as "Cryptocurrency 101". You are now qualified and ready for more advanced learning about the various cryptocurrency strategies, each aimed at a particular investing or trading goal.

As with any new endeavor, practice "running the play" many times until you are completely comfortable with the mechanics of digital currency trading. This is where you 'actionize' your learning; until then, it is just learning.

So, you must take action to take advantage of your newfound knowledge. Start with a demo account or, at least, a small account to gain proficiency and then you will be ready to responsibly tap into the profit potential and risk management that cryptocurrencies have to offer.

The Secret Bank Account That Pays You In Bitcoin



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