



SNOWBALL

# 5 SIMPLE STEPS

TO GETTING STARTED  
IN CRYPTOCURRENCY



# The One Strategy You Need to Know for Crypto Investing in 2019

Investing in cryptocurrency has evolved a lot since the peak of 2017, when anyone could quickly jump in, buy some Bitcoin on their local exchange, and to make a profit. What the market has taught us, is just like the stock market, a more strategic and well-thought-out approach must be taken.

This eBook contains the very basics of getting started in this market for those of you who have no previous experience investing in cryptocurrencies. It also outlines, in the section that follows, “The One Strategy” that anyone can apply to take their crypto investing to the next level. If you already know the basics, feel free to skip to the next section.



# Step 1: Safety First

**Before you leap online to start building your tower of crypto power, let's make sure your foundation is solid. This means that before you begin trading, your computer, tools, and connection should all be as safe and secure as possible. In the crypto world, there is no bank to run crying to if someone steals your credit card and buys \$1000 dollars' worth of candy bars. If you get hacked and your coins are taken, they are GONE. So do yourself a huge favor and take the following steps to secure your investments:**

## Secure Device

An easy place to start is to make sure you are using a computer that is clean and has up-to-date security software installed. So, no trading on Grandma Shelly's 15-year-old malware-infested circuit box, alright? Ideally, it's also good to trade from a device that is solely used for crypto, and not one that you also use to surf all the dark corners of the Internet.

## Safe Network

As hip as it might be to buy Ethereum from your sleek laptop in your local coffee shop with an almond milk latte in your hand, don't trade using a public network. No libraries, no restaurants, and no evil friends' houses. Use your own network that is set up to be encrypted and secure.

## Good Password Habits

A tool we strongly recommend is a password manager. You've probably heard about how important a strong password is for minimizing your risk of getting hacked (a minimum of fifteen characters, including upper and lower-case letters, numbers, different punctuation marks, etc.) yet you still use "timmy123" for all of your accounts. We get it--how are you going to remember all those different complicated passwords? A password manager is a piece of software you can download that lets you manage all your passwords in an easy and effective way, and you can get a pretty darn good one for free.



# Step 2: Fiat to Crypto

**You've now done, at the very least, what we've asked you to do in order to invest in crypto with some level of security (maybe even a little more because you're that dedicated to the safety of your future assets.) Now you're ready to get going.**

## Register at an Exchange

To start turning your cash into Bitcoin, or any other coin (aka Altcoin) you need to set up an account on an exchange. Coinbase is probably the most well-known, but there are a few others all which offer varied fee structures and coin offerings. Signing up includes creating an account with multiple layers of security and connecting a payment method, all of which are explained step-by-step in the exchange's setup process. Once you are finished, you are free to purchase Bitcoin and several of the other "main" altcoins including: Ethereum, Bitcoin Cash, and Litecoin.

Is that it, you might say? Well yes, if your plan is to buy some of the main coins and sit on them for the next year or so while you recite positive affirmations every morning. If so, then go ahead and skip Steps 3 and 5, and just read Step 4 "Using a Crypto Wallet".



# Step 3: Buying Different Coins

If your goals are to go further than buying and holding some of the main coins, then you'll have to learn more about buying altcoins. Although there are new coins and companies promising great digital solutions popping up almost every day, most will never go on to make it big. But if you're one of the first to invest, at a very low cost, in a new coin that succeeds, you could end up winning the jackpot.

To buy altcoins, you first need to find out which exchanges offer the altcoin you would like to invest in. Registering at one of these exchanges will be very similar to the registration process for your initial exchange. If you did it the first time, I have faith that you can do it a second.

Once set up, you will need to transfer crypto from your first exchange to your new exchange. This can be one of the most challenging steps if you have never done anything related to crypto before. Simply put, this is done by copying and pasting an address or code for the location you are going to send your funds.

For a detailed example, we will use the instructions for transferring currency out of Coinbase.

## Web

- Navigate to the “accounts” link on the main navigation bar.
- Select the “send” button for the digital currency wallet that you'd like to send from.
- In the send dialog, select “wallet address” if you're sending to a digital currency wallet external to Coinbase or “email address” if you're sending via email.
- Enter the amount of digital currency you'd like to send in the “amount” field.
  - Alternatively, you can specify the amount you would like to send in your local currency. Note that the funds will always be sent as digital currency, not your local currency.
- Click “continue”.
- Confirm the details of the transaction and complete the send.



## iOS (For Coinbase mobile app)

- Tap the menu icon near the top left of the screen to open the Navbar.
- Select the wallet you wish to send from, located in the Navbar.
- Tap the paper airplane icon in the upper right hand of the screen.
- Enter the amount you wish to send.
  - Tap the up/down arrows to switch between currencies.
- Press “send.”
- Enter the email or wallet address and any notes you wish to include.
- Review the details of your transaction and select “send” in the upper right corner of the screen.

If you have been provided a QR code

- Tap the QR icon in the upper right.
- Take a picture of the QR code.
- Enter the desired amount and press “continue.”
- Review the details of your transaction and select “send” in the upper right corner of the screen.

## Android (For the Coinbase mobile app)

- Tap the menu icon near the top left of the screen to open the Navbar.
- Select the wallet you wish to send from, located in the Navbar.
- Tap the “+” icon near the lower right hand of the screen.
- Select “send.”
- Enter the amount you wish to send.
- Use the up/down arrows to switch between type of currency.
- Enter the email or wallet address and any notes you wish to include.
- Review the details of your transaction and tap the “forward” arrow in the upper right corner of the screen.

Or if you have been provided a QR code

- Tap the QR icon in the upper right.
- Take a picture of the QR code.
- Enter the desired amount and press “continue.”
- Review the details of your transaction and tap the “forward” arrow in the upper right corner of the screen.

**Now that you’ve become a crypto copy-and-paste pro, you are ready to buy altcoins, and ready to move onto learning how to use a wallet for safe keeping.**



# Step 4: Using a Crypto Wallet

A crypto wallet is not quite like the regular wallet which you shove into your pants pocket for storing your fiat money. Without getting too much into the underlying technology (because those of you who need to understand everything about everything can Google it for more information), a wallet is a software program that stores public and private “keys” so that people can send and receive crypto and monitor their balance, which is recorded and encrypted on the blockchain.

When someone sends you cryptocurrency, it’s really just an exchange of ownership of that currency to your wallet’s address. To make this happen, the private “key” stored in your wallet must correspond to the public address the currency is assigned to. If the public and private keys match, the transaction is complete and you can give a big sigh of relief that you didn’t accidentally paste in the URL of a stupid cat video on YouTube that you sent to a friend an hour earlier.

There are several different kinds of wallets. Each of them has their pros and cons, and you’re just going to have to decide which one is best for you and your needs.

## Mobile

Wallet apps for your mobile phone are convenient to access and can even be used in some stores but are usually not as sophisticated and cannot store as much data as other types due to a phone’s limited storage capacity.

## Online

These wallets run on the cloud and are accessible from any device, anywhere. This makes it easy for you to get to your crypto. Unfortunately, it also makes it easy for anyone hacking the third-party company managing your wallet, to steal your crypto. Obviously, choose your wallet company wisely if you go this route.

## Desktop

These wallets are downloaded onto a single computer or laptop and are only accessible from there and no other device. This makes it less accessible, and in some ways safer, than an online wallet. But if your device is hacked, gets a virus, or accidentally drops off a cliff into the ocean, you could find yourself without more than just an unrepairable laptop.



## Paper

This is a method of printing your public and private keys onto physical copy, which can then be (and should be) safely stored. This is very safe because it is stored offline but can sometimes be burdensome to access.

## Hardware

Often in the form of a thumb-drive-type device, a hardware wallet provides a great balance between offline safety and easy access. With a quick insertion into a USB port, you can have access, send, and receive cryptocurrency.

**Whichever form of you choose, it is important to make sure that you copy your assets into a wallet when you are done trading on an exchange. If your crypto is sitting in an exchange and the site gets hacked, your coins are easily accessible for the taking and you'll probably never get them back.**



# Step 5: Basic Strategies

**There's no way we can make someone with little or no experience into an expert crypto investor by reading a few pages of text, but we can try to point you in the right direction with the following basic principles. To be consistent with the overall simplicity of this guide, we'll give you three:**

## **Buy Low, Sell High**

"Thanks, Captain Obvious" you might be thinking, but if this were so obvious, why do so many people lose money in investing? It is the absolute law of investing, but to do this effectively, you must be honest with yourself about what kind of trader you are, as well as how much money, how much risk, and how much time you can afford to invest? The less you know your own capabilities, the less you are going to know whose advice to follow, which can ultimately lead you to trading in a way that is counterproductive.

## **Research, Research, Research**

Just doing what everyone else is doing is a highly effective way of getting sloppy seconds. Don't just learn about market trends, learn more about the companies behind both new and existing coins. Who is a member of their management and technical teams, and what is their mission for the future? These simple steps can often weed out a lot of the coins that were destined to failure from the start.

## **Keep it Simple**

At first, just invest a small amount to get the hang of the "how to." Don't get fancy. Buy some of the top coins and sit on them. If there is one thing that is consistent about the incredibly inconsistent crypto market, it's that the real growth takes years, not days. This means sit and hold and don't get too trigger happy and be a wild crypto buccaneer unless you know that you know what you're doing. Savvy?



## The One Strategy

Now that you understand the basics of investing in cryptocurrency, it's time to talk about strategy. While some experts may believe it's worthwhile to try and teach decades worth of investing and trading expertise, we understand that this is not practical for the majority of people.

How many of us actually have time to learn everything about the complex technology of the blockchain world and how it translates to the companies and tokens on the market? How many of us want to commit to becoming an expert in the intricacies of asset trading? How many of us can sit all day in front of the computer watching the real-time trends in the market?

The answer is, most people don't. For this reason, we want to talk about ways to sustainably invest, diversify, and follow professional strategies, without taking up a lot of your daily life or having to become a full-time expert trader yourself.

Before most investors move into a new market, there's a warm-up period that involves understanding a particular asset class and how it might fit into your financial picture. With cryptocurrencies and blockchain instruments, there are additional layers of complexity, including the notion of cryptography, miners, blockchains, tokens, hashing, and proofs. For the uninitiated, there's a great degree of unfamiliarity and complexity associated with cryptocurrencies, and yet the everyday investor is expected to jump onto an exchange and start trading, especially if they've never traded anything in their entire life.

So, what should the average person who wants to get into crypto investing do?

## Diversification is Key

Hand picking cryptocurrency investments is a challenge. Cryptocurrency markets are highly volatile, and even the oldest are still really in their infancy stage. In addition, the selection process for token listings varies widely between exchanges and is currently not well regulated. Selecting winners from losers or trying to time the market has proven to be incredibly difficult. A study by Bitwise spotlighted the value of diversification because of the extreme variability in the returns of even the top ten coins.

## Index-Style Investing

In 2007, world-famous investor, Warren Buffett, bet a million dollars that an index fund would outperform a collection of hedge funds over the course of 10 years. He won that bet and brought attention to the effectiveness of strategically diversified and occasionally rebalanced portfolios.

There are many crypto portfolios on the market, but having access to one curated by an actual professional, not a self-proclaimed expert on YouTube, is another story. These indices are only open to accredited investors, (those with net worth of at least \$1,000,000, excluding the value of one's primary residence, or have income of at least \$200,000 each year for the last two years) but what many people do not know is that they all put their portfolio allocation online for the public! Just by following the allocation percentages of each token, you can take your investment and diversify it just like these exclusive and expertly managed funds do.

Although, it will take some time to do the research and decide which index fund you would like to mirror, as well as to calculate and purchase each token individually, the good news is that these portfolios by nature only rebalance about once a month, so you won't have to do this often.

So, there you have it, a way in which even with just the most basic knowledge you can invest in crypto with diversification, effectiveness, and professional expertise.



## Automated Index-Style Investing

Our company, Snowball, is creating a solution that will make this whole process even easier. We are creating the first Smart Crypto Investment Automation (SCIA) platform, which will allow you to choose a professionally-curated portfolio with the tap of a button. If another portfolio starts outperforming yours, you can switch with just another tap of a button. This way, you can always have the best performing fund working for you.

No more wondering what tokens to buy and sell. No more dealing with multiple exchanges and different wallets, no more insomnia worrying about your crypto investments because the market never sleeps, even when you do.

If you want to be among the first to use SCIA, join the waitlist at [secret.snowball.money](https://secret.snowball.money). We are already onboarding beta testers and bringing more and more people onto the platform every week.



# CONCLUSION

...Or you can let us do the heavy lifting and use **Snowball ;)**

