

# How to Get Started with Crypto



**SAVI DIGITAL**  
CRYPTO AND BLOCKCHAIN MARKETING

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Welcome to the digital money revolution! This isn't just a financial revolution, this is the next generation of technology being built right before our eyes. There is a lot to learn, with both legal and technological situations evolving constantly. You can wait until the dust settles, or you can try to maximize potential profits now. Either way, it's an exciting time to be alive!

This article is a list of things we think you need to do to embrace the world of crypto.

# 1. Research

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When doing anything with money, the first and most important question is, "Who can I trust?". With crypto being a "environment of trust" from its very foundation, this is a philosophical problem everyone must overcome using some form of rationality. Whether it is believing in the underlying blockchain technology, going forward with the assumption that it is secure and honest, or giving your hard-earned money to a potentially profitable blockchain project or ICO (Initial Coin Offering), all in the hopes of getting a reasonable return on investment in the future. Regardless, it all requires trust from the individual putting their money on the line.



How much research one should conduct before investing is up to you, but we would recommend a thorough due diligence regarding the company, its founders, their whitepaper, roadmap and their product. Many people simply enjoy the thrill of being a maverick and taking a chance at something new. At the end of the day, we all have our own reasons to take that deep breath and say, "Okay, this looks safe, I'm going to put some money here and see how it goes."

You can deep dive into whitepapers, study the LinkedIn profiles of the project's founders, and watch Telegram community interactions, which of course, takes time. That's where crypto podcasts come in. Most episodes are short enough that you can listen to them on your daily commute, during your morning run or lunch break, and still learn something valuable while doing some other activities. A good podcast host will explain what is going on in a straightforward way that is easy to understand. Here is a concise list of podcasts worth listening to:

## Crypto and Blockchain Talk

This podcast covers everything in the cryptosphere and is mostly geared towards beginners. You won't be hearing strange financial lingo or funny technical acronyms here. Aviva Ounap, host of the podcast, is an experienced marketing executive in the crypto and blockchain technology world. In most episodes, she talks about numerous topics from the world of crypto, although an occasional guest is brought in to keep things fresh. She won't tell you what to invest in, but she does give clear explanations of how different elements of crypto and blockchain technology work, why they're valuable, and how they can be used.



## Unchained

The Unchained podcast is also on all top crypto podcast lists. The host of the show, Laura, is the Senior Editor at Forbes, and has community connections like few others. She has a great voice and asks the best questions from the guests she has on each episode. It's very easy to listen to, no matter how much or little you already know.



## Aantonop

Andreas Antonopoulos is an author of multiple books about Bitcoin and his YouTube channel is full of helpful videos, and dozens of Bitcoin Q&As. He travels around the world to speak at various blockchain conventions and is the ambassador for the industry. His channel has a playlist called "Bitcoin for Beginners" which is a good place to get started.





The most important thing you can do in the beginning is just to learn and watch for a while before breaking into your bank account. You can go to one of the many coin ranking and rating sites and see who the major players are in the market space, as well as who is trending upwards. Here are some sites to get you started:

## Coinmarketcap.com

The most popular “authority” site on cryptocurrencies, despite that, an unknown number of crypto projects exist outside of their list.



## Chasing-coins.com

A unique set of research tools to find trending coins.



## ICObench.com

Specializing in upcoming projects and startups, this site attempts to sort the good projects from the scams.



# 3. Take Time and Invest Wisely

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A top 10 coin does not mean a company is any more legitimate or likely to succeed than a project that is ranked lower. You can read a cautionary tale here, to see how some coins manipulated their way to the top of the market, only to die out.

Take some time to find a project that you find interesting, and that you want to succeed. Find a good team that seems like they know what success looks like. Investing in a cryptocurrency really is like deciding on a sports team to root for, so learn who the players are, what makes them different, and why should they win. You'll meet a lot of ICO participants who really do sound a lot like sports fans, in enthusiasm, dedication, and even delusion.

It used to be good enough to be a guy in a basement with a clever idea to start an ICO, but not anymore. That guy with a clever idea is competing with thousands of other innovative ideas that are backed by venture capital, investment firms, and software development teams.

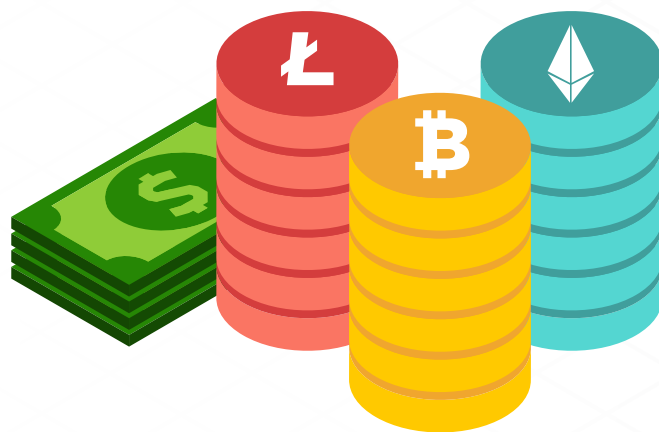
Well-designed cryptocurrency projects now have 2-3-year roadmaps already planned out, whitepapers detailing the direction of the company and technology, explaining in detail how the coin works and use cases for the real world once the project goes live. The best projects address a gap in the market and fill it, with a new or better product.

If a project “just sounds cool” but doesn’t have a real software developer, or it doesn’t eventually have its own blockchain (many tokens are launched on someone else’s platform at first), and they don’t have a marketing team, chances are it won’t ever outgrow its competition.

## 2. FIAT into Crypto

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To make your first investment, you need to convert your money into cryptocurrency. The easiest place to go is Coinbase, which right now is regarded as the most trusted place to exchange “fiat” (real money, old money, the money we use today, paper money, bank account money, the stuff that you use to pay your bills, however you want to think of it) to crypto. There are many places that do this but charge a much higher fee. Typically, fiat is exchanged into Bitcoin or Ethereum, and then moved to a cold storage vault (held offline for greater security) or transferred to another wallet or exchange, to buy coins and tokens not offered on Coinbase.



There are a lot of garbage exchanges out there, that rake in millions of dollars every year, and charge unreasonable fees for everything. Furthermore, it is assumed that if a coin is listed on an exchange, that exchange has done their research to make sure the coin is a legitimate project and safe investment. That assumption would be dead wrong! Even the most popular exchanges list coins that end up being scams (and a good exchange will immediately de-list that coin upon this discovery).

If the coin you want to invest in is not on one of the top exchanges, that doesn’t mean it is not a worthwhile investment. It usually means that the project has not grown to the point where applying for a big exchange makes sense yet. It may need more time to grow its user base, develop its product, and may need to meet other conditions before the larger exchanges will consider listing them.

Some exchanges do try their hardest to provide a good investing environment, while others do not care at all one way or the other. As always, try things out starting with a little money (very little) and decide for yourself.

## Exchanges With Better Reputations:

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### Binance

Regarded as one of the best exchanges, and one of the most expensive to get your project on to, as they require each coin to pay close to a million dollars to be listed on there. Luckily, this high fee scares away a lot of garbage projects and scams. It has a very high trade volume and getting listed on there is regarded in the community as one of the most important milestones in achieving crypto success.



### Kucoin

Kucoin is very dedicated to providing a good customer service. Their new trading platform Kucoin Plus offers coins they have researched and decided have a better probability of being stable investments. What Kucoin does differently than any other exchange, is that aside from the paid listing of cryptocurrencies, they are also occasionally running a community vote, to list the winner of the vote on the exchange for free. However, this opens up the possibility that a scam project could sneak in the exchange as well.



### Poloniex

Poloniex is the exchange for the next generation of institutional investors. It was recently purchased by Circle, which is a company invested in by Goldman Sachs. It was one of the top exchanges by popularity and volume even before the recent acquisition. It is based in the US and complies with all US laws and regulations.



# Exchanges with No-So-Great Reputations

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## Cryptopia

Loaded with scam coins that have no value, it is hard to tell what is good and what isn't. A lot of markets go down for maintenance and take a while to come back.



## HitBTC

HitBTC has awful service, to both their customers and coins they support, and the fees to withdraw are outrageous in comparison to other exchanges.



## IDEX

IDEX is very confusing and hard to use. It has high minimums, so you can only trade larger volumes of coins. It only has coins that are based on Ethereum's ERC-20 platform (meaning Bitcoin or anything else with its own blockchain, which most of the best projects have, are absent). The customer support is good, but the site functionality is poor, at best.





# 4. Security and Safely

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How do you store your coins safely, you wonder? Well here's the funny thing. You don't ever actually hold your coins. All this 'stuff' is represented as numbers on a distributed ledger, sort of like your bank account. If you download a wallet software on your phone and your phone is stolen, it is no big deal. As long as you remember your password or private key, your crypto is safe. Got a wallet on your computer and the hard drive crashes? If you know your private key, no big deal, the coins were never in the wallet anyway!

**BUT, IF YOU LOSE YOUR PRIVATE KEY, AND DON'T HAVE IT BACKED UP, YOU WILL LOSE YOUR MONEY. THERE IS NO-ONE WHO CAN RECOVER IT FOR YOU, SO KEEP IT SECURE.**

Sorry, were we shouting? Good. You need to remember this.

After you pick a coin to invest in, and after you buy those coins, you need to move them off the exchange. Why? Because they're technically in the exchange's wallet. According to the blockchain, you don't own them yet. The exchange does. You need to go to your project's website and download their wallet software. The wallet is not actually a wallet, a safe, or a vault. It is a software portal to the blockchain, which keeps track of who has how much, of what. When you download that wallet, you will want to record your wallet address, password, private key and save that to a PDF, and store it on a USB drive, or print it out on a piece of paper. Keep these somewhere offline, in a place where they won't get lost, stolen, burned, crushed, eaten, overwritten, flushed, or discombobulated.

Tip: When investing in early stage blockchain projects and their ICOs, you'll also have to send your cryptocurrencies from a wallet, not from an exchange. If sent from an exchange, the project has no clear way of determining whether these funds came from you or someone else. Their wallet shows that the funds came from the exchange, not from you.

Like with your bank account number, the wallet address and the public key are safe to put anywhere. You can graffiti it on the side of the freeway and no one can touch your funds, and the most they can do is send you money.

The password and private keys on the other hand should never be shared with anybody. Depending on the project you are talking about, there may be a password but no private key, or a private key but no password. Sometimes the private key is embedded into the wallet software and you only need a password to use it. Either way, don't go walking around the town with your private key written on your shirt.



Another reason to keep your coins off the exchange is that the temptation to sell them is diminished. Whether you need the money for something else, or the market has a huge crash, or the coin value has a huge crash, do not panic. Find out if something major happened (anything less than the arrest of the CEO or the death of the main developer is not that major), and if nothing major happened, just keep hold of your coins.

The industry is still in its infancy and experiences huge drops and raises constantly. Don't let these dips and waves scare you off. Set a long-term goal and stick with it no matter what. It is difficult to see red, double-digit drops in your portfolio, especially if you have previously dealt with the much more stable stock market, but nothing is worse than selling your coins at a loss, only to see a huge green spike in value afterwards.

Another thing to keep in mind is that there is no reversing a transaction. Let me repeat that. No one is there to fix a mistake you make. So be very careful when you put in an address to withdraw your coins to. Copy and paste, or use QR codes, but don't type it in manually. If there is an error, your best chance is to hope the transaction is rejected by the blockchain. If it goes through, the coins will be lost forever. Try a small transaction once or twice to get the hang of it first, just to be on the safe side.

## 5. Repeat

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Now that you've successfully invested in cryptocurrency, it's time to do it all over again! It is important to diversify your portfolio. Even the greatest technology, with the smartest team, and the most fervent community doesn't always last. There is always an even better project around the corner, with established partnerships already waiting to use their platform. So, keep researching, learning, and investing in more things. But keep things in line, don't go out there taking a mortgage on your house to invest in crypto. Only invest what you can afford to lose.

As mentioned in the beginning of the article, it is worth reiterating that things are changing all the time, both legally and technologically, so you do need to pay some attention. Sometimes the coin you hold will fork (split into two projects), and you'll get an equal (or greater) amount of a second coin, which now gives you essentially more value for free! But you need to be aware of this, to claim those coins and put them into a new wallet.

Sometimes there are airdrops. An airdrop is when a project you support gives out bonus coins. Suddenly you could wake up and find you have a lot more coins than you fell asleep with. This isn't an accident or a scam, or somebody sending their coins to the wrong address, this is a reward for being a loyal supporter of a project.

So, welcome to the future! Now look smug - you got here before many others have.



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