

THE ULTIMATE GUIDE FOR STACKING CRYPTO

LEARN HOW TO:

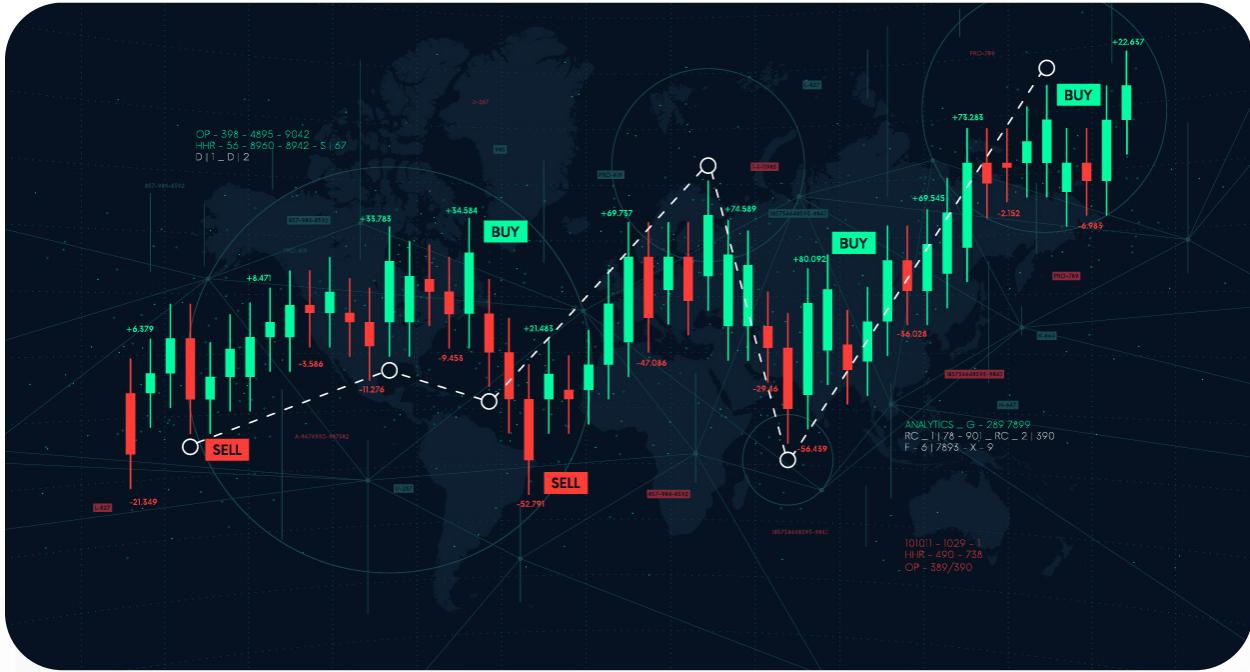
- » **Avoid Rookie mistakes in Cryptocurrency**
- » **Selling items for crypto, Master Strategy**
- » **Finding low cap coins for 10x gains**
- » **Flipping nfts**
- » **How to stake coins for 40% APY**
- » **Yield farming and mining**
- » **Our 7 top pick Cryptos for Huge Returns**

CONTENTS

INTRODUCTION	4
CHAPTER 1: HOW TO SELL ITEMS ONLINE FOR CRYPTO	5
WHAT IS AN ONLINE MARKETPLACE?.....	6
HOW TO SELL ITEMS ON A FLYBLOX.COM MARKETPLACE?	6
RECEIVING PAYMENTS	7
CHOOSING PRODUCTS TO SELL.....	7
5 TIPS TO HELP YOU FIND THE BEST PRODUCTS TO SELL ONLINE	8
BUY LOW-COST ITEMS TO SELL AT HIGHER PRICES	10
FOR ITEMS THAT YOU CAN'T SHIP, CONSIDER LOCAL PICKUP	11
PRICING	14
CREATING THE BEST LISTING TITLE	16
TIPS FOR CREATING THE PERFECT SEO-OPTIMIZED PRODUCT TITLE	17
WRITE CONVINCING PRODUCT DESCRIPTIONS COPY TECHNIQUE	19
HIGH-QUALITY IMAGES.....	21
PRODUCT DESCRIPTION THAT SELLS.....	24
TREAT YOUR CUSTOMERS RIGHT	26
MAINTAIN CONTACT WITH BUYERS.....	29
CUSTOMERS' FEEDBACK.....	31
IS FREE SHIPPING A GOOD IDEA?.....	32
OFFER A FAIR RETURN POLICY	33
TRACK YOUR SALES AND PROFITS.....	35
GET FEEDBACK FROM CUSTOMERS	39
CHAPTER 2: HOW TO AVOID ROOKIE MISTAKES, SO YOU DON'T LOSE EVERYTHING.....	40
ROOKIE MISTAKES TO AVOID IN CRYPTO TRADING.....	41
CHAPTER 3: HOW TO FIND UNDervalued CRYPTO FOR 10X GAINS	43
UNDervalued CRYPTO	43
HOW TO FIND UNDervalued CRYPTO FOR 10X GAINS?	44
QUICK CHECKLIST	44
RISKS TO AVOID TO BE SAFE:	45
CHAPTER 4: HOW TO MINE WITH PC OR ASIC MINER	46
BITCOIN MINING.....	46
WHAT DO YOU NEED TO START?	47
ASIC MINER	47
THE PROCESS	48
RISKS TO AVOID TO BE SAFE:	48

CHAPTER 5: HOW TO STAKE CRYPTO AND GET PAID INTEREST	49
WHAT ARE THE BENEFITS OF STAKING?.....	49
HOW TO STAKE AND GET PAID INTEREST?	50
HIGHEST INTEREST RATES FOR STAKING CRYPTO	50
RISKS TO AVOID TO BE SAFE:	51
CHAPTER 6: YIELD FARMING FOR RETURNS	52
HOW TO GET STARTED WITH YIELD FARMING?.....	53
THE BENEFITS OF YIELD FARMING.....	54
RISKS TO AVOID TO BE SAFE:	54
CHAPTER 7: FLIPPING NFTS FOR HUGE PROFITS	55
HOW TO GET STARTED FLIPPING NFTS?.....	56
BENEFITS OF FLIPPING NFTS	56
KEY METRICS TO KNOW WHICH NFTS WILL DO WELL	57
HOW TO FIND NFTS TO FLIP?.....	57
RISKS TO AVOID TO BE SAFE:	58
CHAPTER 8: STORING CRYPTO SAFELY FOR NO HACKS.....	59
DIFFERENT WAYS TO STORE CRYPTO SAFELY.....	60
COLD WALLETS	60
HOT WALLETS.....	60
WHAT IS A CRYPTO STEEL WALLET?.....	61
RISKS TO AVOID TO BE SAFE:	61
CHAPTER 9: OUR TOP PICK BLUE-CHIP CRYPTOS.....	62
BITCOIN.....	62
ETHEREUM	63
HEX	63
PULSECHAIN	63
PULSEX	63
MONERO.....	64
THORCHAIN.....	64
CLOSING THOUGHTS.....	65
REFERENCES	66

INTRODUCTION



Digital currencies may seem like the technology of the future, but they are already revolutionizing how we pay for goods and services, store money, and do business. However, there is still confusion surrounding cryptocurrencies and their work. It's time to learn how digital currencies can make the world a better place. This book aims to provide a comprehensive overview of everything you need to know about cryptocurrencies, from how they get created, to how you can use, store, mine, and profit from them.

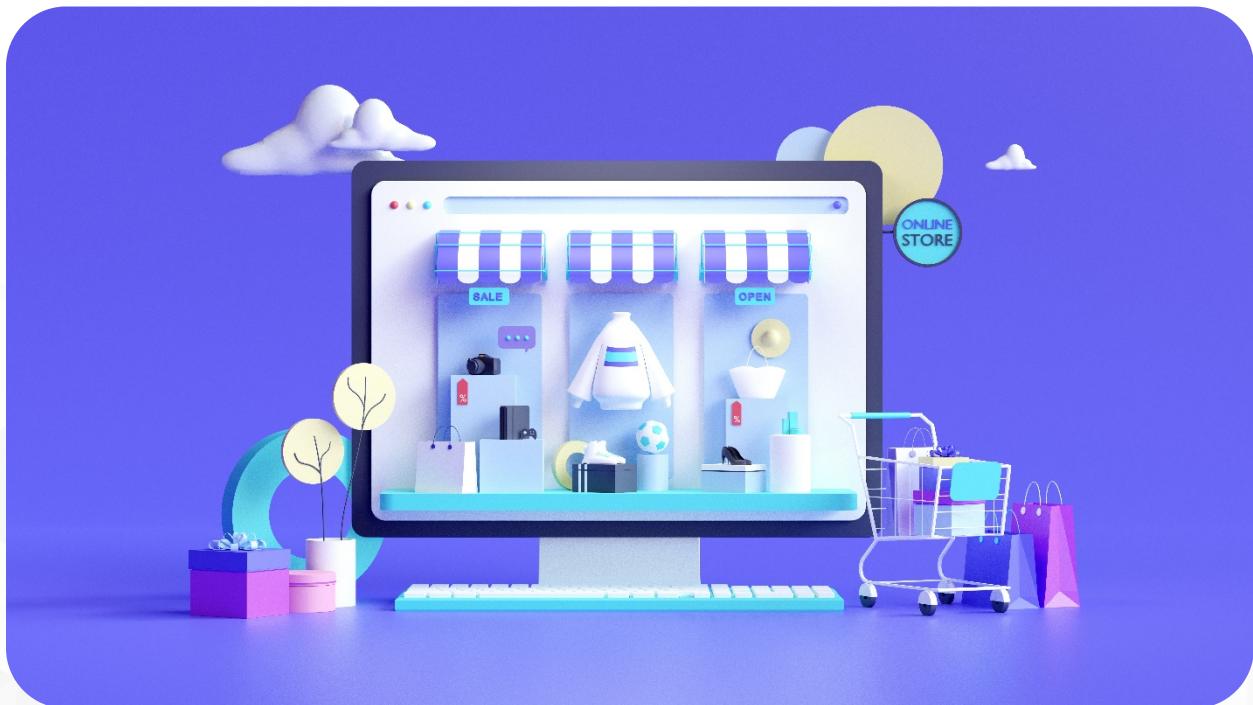
Cryptocurrency is a digital asset working as an exchange medium that uses cryptography to control the creation of additional units, secure transactions, and verify the transfer of assets. Cryptocurrencies are decentralized and not subject to a financial institution or government control. Bitcoin, the first and most famous cryptocurrency, was created in 2009 by Satoshi Nakamoto. Since then, various cryptocurrencies have been created, like Litecoin, Ethereum, etc. Cryptocurrencies use encryption technologies, which means they can function as a currency and a virtual accounting system. You need a cryptocurrency wallet, a cloud-based service, or storage on your device to use them. Wallets are the tools using which you store the encryption keys that confirm your identity. In this guide, we'll take a look at some of the most important factors that can contribute to your success with cryptocurrency.

Starting with no low risk to high risk.

CHAPTER 1

HOW TO SELL ITEMS ONLINE FOR CRYPTO

LOW RISK



A digital marketplace is an online marketplace that allows buyers and sellers to trade digital products and services. Crypto is a digital asset you can use to purchase items on a digital marketplace. Many digital marketplaces accept cryptocurrency as a form of payment. Some of these marketplaces allow you to buy and sell digital products and services, while others will enable you to trade cryptocurrencies. **Of all the ways of earning crypto in this book, this is the safest skill**, you will always be able to make money and there will be no need to guess which coin will be up in 10 years

WHAT IS AN ONLINE MARKETPLACE?

Most online marketplaces work by allowing sellers to list their items for sale and setting a price. Buyers can browse the listings and purchase the things they want. The marketplace will then take a small fee for facilitating the transaction. Flyblox.com 1.95% ebay 13% amazon 20%

HOW TO SELL ITEMS ON A FLYBLOX.COM MARKETPLACE?

The first thing to sell content or goods on a digital marketplace is to have a product. Maybe it's commissioned artwork, exclusive content, or an old baseball card collection. Once you decide what you want to sell, here are a few tips to help you get started:

- **Choose your marketplace:** Several digital marketplaces allow you to sell your goods for cryptocurrency, Flyblox.com is the most secured and trusted with audited smart contracts on the blockchain
- **Create an account:** Set up a new account on the flyblox marketplace.
- **Connect wallet:** press connect button on the home page to connect the metamask wallet
- **Create your listing:** Once you've selected a marketplace, you'll need to create a listing for your item. Be sure to include accurate and clear photos and descriptions.
- **Set your price:** When selecting your price, consider the current market value and charge a fair price for your items, which will help attract buyers.
- **Complete The Transaction:** When a buyer expresses interest in your item, arrange a meeting time and place. Ensure your safety, such as when meeting in a public place.

RECEIVING PAYMENTS

To sell items online using cryptocurrency, you must set up a digital wallet first to receive payments. At the moment Metamask is the supported wallet sending, storing, and receiving cryptocurrency. Now we will explain every aspect of selling online tips and tricks with 12 years of knowledge.

CHOOSING PRODUCTS TO SELL

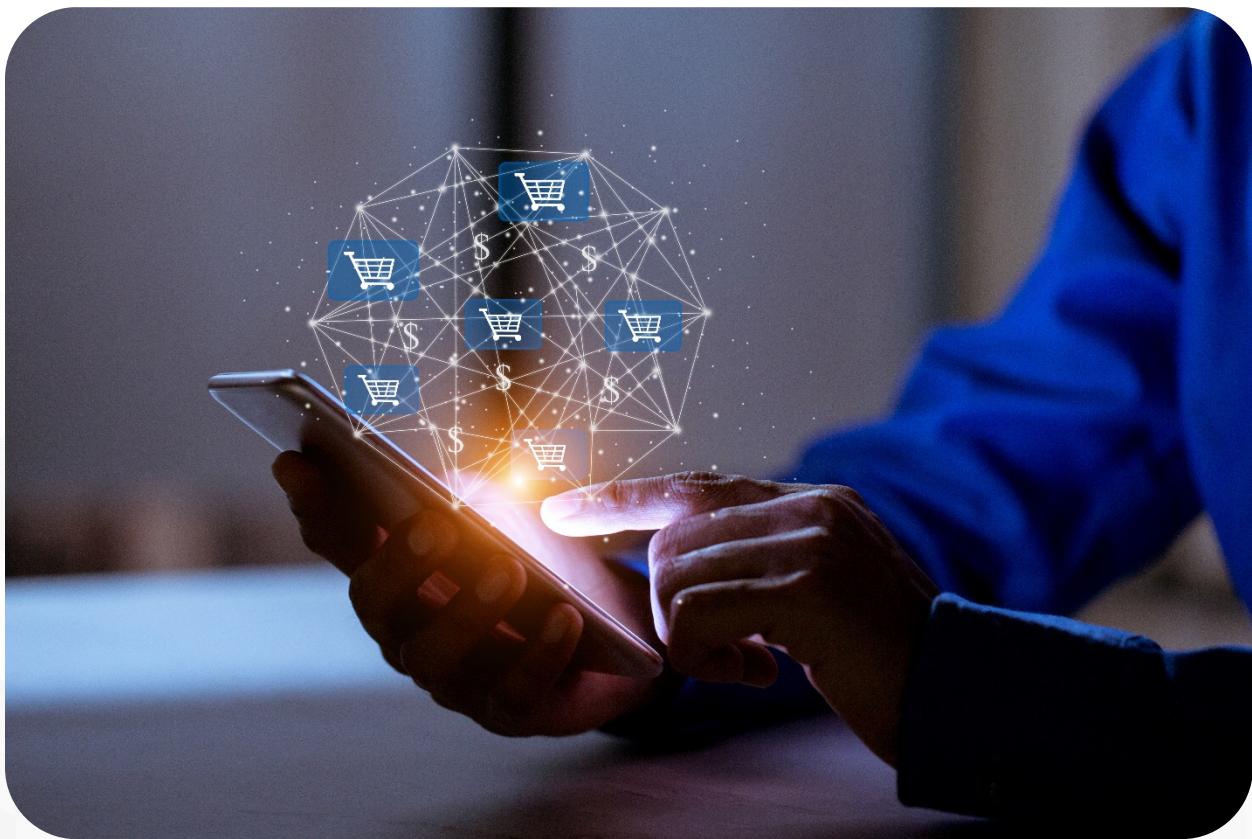
What kinds of products should I sell? Short answer anything! An easy start is going to a thrift store or op shop and buying books for \$1 and selling them for \$20 you can buy clothes games anything around your place and start selling.

If your purpose is to make the highest profit, I will share how I pick the products to sell. Find items with high-profit margins this will mean less selling for more cash flow. I started with low-ticket items I would buy 10x different items for \$3, then sell them for \$6 -\$10 this made me a nice \$50-\$100 a day then I moved onto high prices items as I had cash flow. Let's use some strategies for finding items.

- The trending products: trending products are those that everyone wants to buy. You can find trending products by searching the bestseller list of online marketplaces. Trending products are always in high demand, thereby driving sales. Also looking at ordered items on AliExpress is a great way to see what's hot and selling, look for items with high-profit margins.
- A new product: People are always skeptical about selling these products, but I don't see why you should be. Once an innovative product that solves your audience's problem enters the market, quickly upload it especially when they are unique, difficult to find, and probably the actual is not available online.
- **Gold Nugget tip** – buy 10 cheap items from AliExpress or Rex list items for sale on Flyblox.com usually 1-4 will sell instantly then order from a trusted wholesale supplier like Rex now you have constant cash flow. It's that simple.
- Wholesaler: Rex Zhong
whatsapp +86 18257814827
email : 2574667065@qq.com
rex.zhong062@gmail.com
website : <http://www.kuatong.store/>
tel +86 18257814827

Remember you can sell anything but some things sell faster than others. You can find inventory to sell in several ways. One option is to create your products. If you have a knack for creating beautiful jewelry or tasty baked goods, you can sell these items online. Another option is to resell products that you find at garage sales, thrift stores, or even online or local store that are discounted.

5 TIPS TO HELP YOU FIND THE BEST PRODUCTS TO SELL ONLINE



1) FINDING TRENDS

You can have an incredible business idea that you think people will love, but unless that idea is in demand, you're not going to make a profit from it. You need to make sure that your product or services are in demand. To do this, you need to identify trends. What are people currently searching for? What do they need? And how can you help them?

Here are a few steps you can take to search current trends:

1. One way to find out what products are trending is to use Google Trends. This tool lets you see how often particular terms are being searched for on the internet.
2. Another way to find out what products are popular is to look at Amazon's Best Seller list. This list is updated hourly and features items that are currently selling well on the site.
3. Another way to find popular products is to look at social media sites like Pinterest and Instagram. These sites can give you an idea of what products are being talked about and shared online.
4. You can also use Google AdWords to find out what keywords people are using to search for products online. This information can help you choose keywords for your product listings.

2) IDENTIFYING NICHES

If you're looking to start selling products online, one of the most important things you can do is find a niche. A niche is a specific group of people that you'll be targeting with your product. By finding a niche, you can focus your marketing efforts and better appeal to your target audience.

3) KNOWING WHAT YOU NEED TO SELL

The best way to find products to sell online is to start by knowing what you need to sell. This means having a clear understanding of your target market and what they need or want. Once you know this, you can start searching for products that meet those needs or wants.

4) LOOK AT THE COMPETITION

When you're looking for products to sell online, it's important to take a look at what your competition is selling. This will give you an idea of what's popular in the market and what customers are looking for.

5) KNOW YOUR LIMITS

One of the first things you need to do when trying to find the best products to sell online is to know your limits. What can you realistically produce or source? How much can you afford to spend on inventory? Answering these questions will help narrow down your options and make the search for profitable products much easier.

If you are afraid of losing your money, you can connect with a supplier and agree to do affiliate marketing deals for a while. Affiliate marketing, in this case, prevents loss as you market products without necessarily buying them. Then, when someone shows interest, your supplier supplies that piece. You either earn a commission from the supplier or advertise the product at a higher price by including your profit.

Selling the right product to the right people at the right time makes all the difference. Therefore, invest in researching trending products and new products in your niche (if applicable).

BUY LOW-COST ITEMS TO SELL AT HIGHER PRICES

Are you looking to boost your online sales? If so, there are a few things you can do to make it happen. One of the best ways to increase your profits is to buy low-cost items and sell them at a higher price. This allows you to make more money on each sale and can increase your overall profits. Here are a few tips to help you get started

1. Buy products from wholesalers with lower prices: Buying in bulk will allow you to purchase items that have a lower cost per unit. Find wholesalers with lower prices than what you normally pay for products. You might also be able to negotiate better prices if they know that you're buying in bulk.
2. Make sure your customers know what they're buying: There's nothing worse than getting something that doesn't work as expected or having buyers complain about something they didn't know they were buying when they made their purchase.

FOR ITEMS THAT YOU CAN'T SHIP, CONSIDER LOCAL PICKUP



When setting up your online shop, most products are always shipped, but it is not compulsory. You can consider a local pick-up option if you cannot ship a particular product. Whether you're offering tickets to an event, signed books, or homemade baked goods, providing local pick-up options allows you to capture additional sales that might have been lost without the convenience of nearby pick-up.

There are great shops where these quality products are sold cheaper for wholesale purchases, and you should leverage this opportunity. The good thing about this option is that there is no shipping cost. Many times the shipping cost of an item even surpasses the price of the item, thereby shrinking your profit.

HOW DO YOU FIND LOCAL SHOPS TO PURCHASE

The only way to find something is to search. I will explain how you can search for the perfects in store in four ways:

- Ask questions: This is probably the best approach to finding whatever you want. Ask the right people the right questions both online and offline. The right people are your colleagues.
- Search online for local stores: The digitalization of society has made it rare to exist without having a profile online. Therefore, searching for local stores online is a strategic way of searching. Being that the online space is large, you can start by searching listing websites. A listing website is defined as a website designed for businesses and entrepreneurs to post their companies and contact address. When searching on a listing website, make sure to add your location. For example: "Fabric store in Lagos" instead of "fabric stores". Some listing websites allow you to select the location you are searching for and don't miss checking your location box.
- Join a forum: There are many forums and groups online that you can search for and get results as fast as possible. These forum members are your competitors; they learn from others and share information on the forum. You can ask questions on those platforms and get answers.
- Use google Maps: Don't give up when you are referred to somewhere and don't know the location. Use your google map to locate places like that. Not all location is on google, but that list is getting tinier every day.

When you finally find a store with your products in stock, visit the store and pick your items. Also, you can check other things you think you should have in your store. You can write these items down and go home to do your research about the product. Also, making connections is very necessary. Instead of just shopping and leaving like other customers, talk to someone who works there, and you can collect their numbers. This will help you make inquiries or purchases without necessarily visiting.

SPEAK TO STORE CHAINS AND POST OFFICES

There are a few things to keep in mind when you're setting up a local pick-up option for your business. First, speak to store chains and post offices in your area to see if they're able to hold items for you. You'll also want to make sure that you clearly label the pick-up location and provide instructions on how to retrieve the items. Finally, it's important to track who has picked up what so you can keep an accurate inventory. For example, if someone pays online but doesn't show up at the pickup location or changes their mind about picking something up before they do, then you need to know which item is still available and be able to quickly fulfill that order.

CHECK COSTS AND SEE IF IT'S BENEFICIAL

If you're thinking about adding a local pick-up option for your business, there are a few things you should keep in mind. First, check to see if the costs associated with setting up and running the pick-up service are feasible for your business. You'll also want to make sure that offering this service will be beneficial for your customers and help increase sales. Although most businesses benefit from offering pick-up solutions, you still need to take a thorough look at your clients. Are they busy individuals? Are they away from home regularly? Do they maybe have kids? By knowing certain factors about your target audience, you'll be able to tailor your services better to them. This will not only make your business more profitable but your clients will also love you more for it.

The best kind of advertising that money can't buy is word-of-mouth advertising.

Word-of-mouth advertising, which can have a huge impact on a business, is something you can't buy at all. It can't be bought. People are much more likely to follow the advice of a friend than they are to follow the advice of an online review or ad. Whether you're trying to make money online or offline, if you provide great customer service, you'll get a lot of people who love your business and will promote it for you.

HIRE HELP WHEN NEEDED

There's no shame in admitting that you can't do it all. Hiring help is one of the smartest things you can do for your business. Not only will it free up your time so that you can focus on other areas of your business, but it will also allow you to delegate tasks to people who are better equipped to handle them.

HAVE PACKAGING READY AHEAD OF TIME

If you offer a local pick-up option for your business, make sure you have the packaging ready ahead of time. This will save you time and hassle when it comes to fulfilling orders. Have a designated area in your office or store where orders can be prepared for pick-up. This will help keep things organized and make the process more efficient. Label all of your packaging with the name and address of your business, as well as any other relevant information (such as phone number or website). This will ensure that your customers can easily identify their order when they come to pick it up. When packaging orders for pick-up, be sure to include a packing slip or invoice so that your customer knows what they are receiving.

PRICING

Pricing your item by reviewing similar listings is a strategy you shouldn't ignore. The easiest way is to start with the lowest price make sure you are getting sales then slowly move the price up until you find the sweet spot of profit to sales ratio.

Pricing monopoly, if you are the only person selling an item then you can almost make up the price for max profit there is a limit though as your item will only sell what the customer is willing to pay!

Before pricing your products, spy on your competitors to know their price lists. It is not mandatory to sell at the exact price they are selling, but it gives you an idea of the price you are selling. Imagine that you list your product 30% higher than other online vendors. What do you think would happen? People will prefer to buy from your competitors other than you. Imagine if you were in their shoes, won't you do the same?

ADVANCED SPYING ON THE COMPETITION AND PRICE

Every business owner should have a list of competitors. Go to your competitors' websites and review the specific product you are about to list. Note down the price of your competitors. If you don't have a competitors' list, you should create one because it is useful for your price review and other kinds of market research.

Furthermore, you can use google search to locate your competitors. For instance, you want to list a hair clipper online. Type 'clipper' into your browser and scan through the search results. Many e-commerce websites will come up. Go through the list and note the price range. Again, you can search for popular online marketplaces like Amazon where you think your ideal customer would visit and note their price.

After reviewing the product prices online, it is time to fix your price. However, price review is not the only factor you should consider when setting your price; you have to factor your cost into the equation too. To fix your price tag, you must have estimated the cost price of the product, including any expenses you made in making the goods available like logistics, then evaluate what your price should be.

Choosing a lesser price will give you a competitive value by attracting more customers if you can advertise the product effectively. However, selling it too cheap would make people think you are selling a low-quality product since the price is the audience's primary maxim of distinguishing quality. Also, in whatever you do, make sure you make profits. You can't be running a business without making a good profit. When calculating your profit margin, include other costs like website maintenance, logistics, employers, etc.

Don't forget that as a new seller, you have to consider selling for lower prices to attract customers. You can always increase your prices as time goes on.

MAKE SURE TO GET YOUR PRICE RIGHT!

If you want to get serious about finding out who your competitors are, you need to start using advanced search operators. These special characters can help you narrow down your results and find the most relevant websites for your industry. For example, by entering the following string: site:.gov .com -domain name into Google's Search box, you'll be able to quickly identify all of the government domains in existence that have a .com domain extension.

The trick is to play around with different combinations of these operators until you feel like you have found a good mix of sites that fit your needs.

Furthermore, it's important to know who your competitor's allies are so you can either reach out and explain how your products or services are better than your competitors. Or, you can simply identify their competitors and reach out to them in an attempt to get there before your competitors do. Build strong relationships and make sure they are profitable to both you and your ally. Here are a few tips:

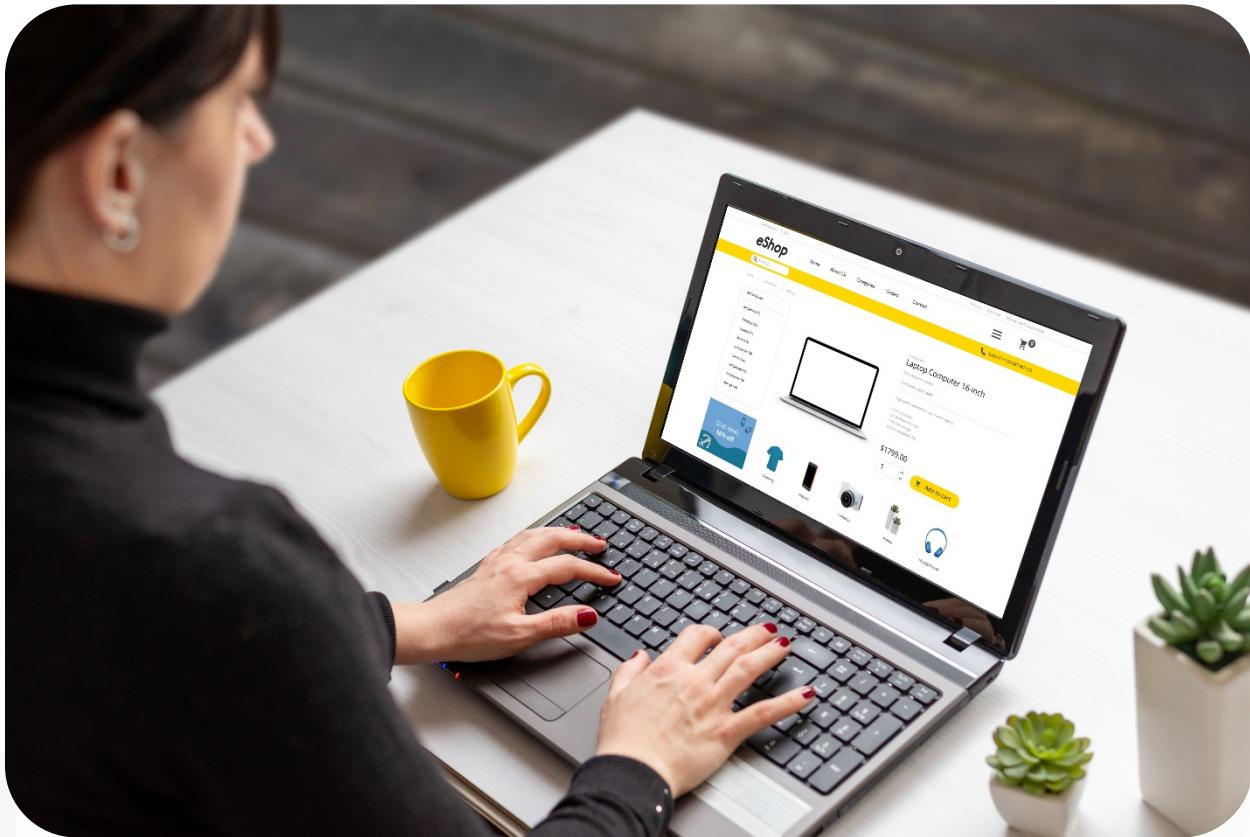
1. Check your competitor's website's link section.
2. See who is listed as a resource on their website.
3. Google them and see who comes up in the search results.
4. Look up their business on social media sites like Twitter, Facebook, and LinkedIn.
5. Use a keyword research tool like Google AdWords Keyword Planner or SEMrush to find out who is bidding on keywords related to your business.
6. Use Alexa or SimilarWeb to get traffic estimates for their website.
7. Reach out to their allies or find their competitors.

When you know who they are and what they are doing, you can mimic the actions that have made them successful. Then, you can either make them better and improve on them, or come up with a similar strategy that can make your business more appealing than theirs. But if their pricing structure works, make sure to base your pricing structure similarly. However, when you're first starting selling products online, it's important to keep your prices low. This will help you attract customers and boost sales. Once you have a few sales under your belt, you can start raising prices.

CREATING THE BEST LISTING TITLE

Product titles that are easy to read and understand on both your website and in search results will result in more people buying your product, even if it's not the cheapest option on the market. When you're writing a product title, it's essential to keep customers in mind and make sure they know what they are going to get before they buy the product. Here are three tips you can use when creating an SEO-optimized product title that will draw in potential buyers from search engines and make them want to buy from you instead of your competitor.

TIPS FOR CREATING THE PERFECT SEO-OPTIMIZED PRODUCT TITLE



1) MAKE IT SPECIFIC

When it comes to product titles, the more specific, the better. A title that is too general will be lost in a sea of search results. It's important to use keywords so that your product appears when people are searching for related terms. For example, take a look at Etsy. Many product titles are very specific, and the customer knows exactly what they are getting from just looking at the title. This is what you want - building confidence from the first glance.

2) KEEP THE TITLE SHORT

You want your product title to be short, sweet, and to the point. Why? Because you want it to be easily digestible for both your potential customers and the search engines. A long, rambling title will do neither. Random keyword stuffing penalizes your ad and hinders sales. Often, I see people who try to shorten their titles, thereby cutting off the critical attributes of their product, and it is wrong. Ensure that the first 70 or 100 characters capture the best information about your product.

3) INCLUDE SOME KEYWORDS

If you want your product to be found online, you need to make sure your title is optimized for search engines. Here are three tips to create the perfect SEO-optimized product title

1. Include some keywords. Keywords are what people type into a search engine when they're looking for something specific, so if you want your product to be found online, you need to make sure your title is optimized for search engines.
2. Don't use brand names or website URLs in the headline unless they're related and can help someone find what they're looking for (i.e., LiveSafe's Best Deals On Home Security). You can mention these in the text later on in the post but don't list them in the headline because it could confuse people who might not know about LiveSafe's deals on home security.
3. Be as specific as possible: If your products have variance, be specific in titling the available products even to colors or sizes.

Exclude promotional text from your titles. Don't include text that concerns the selling price, selling date, delivery dates, etc. However, that information is necessary but reserved for the product description.

4. The use of well-researched keywords for product titles: Since the shopping algorithm is similar to search engine optimization (SEO), it is important to include keywords in your title. If you have analyzed your consumers well enough, you should be able to know how they search. Do they search through brand names, categories, keywords, or product UPI?

Brand names are the names of the producers or vendors of a particular product. For example, if I type "Elite Appliance," I am searching with a brand in mind. However, if your brand is widely unknown, you could skip adding your brand name.

Product UPI is the alphabetical or numerical identification number given to each product by its manufacturers. Categories have to do with the type of product in question. For example, pressing iron would fall down the home appliances category.

I recommend you use SEO tools such as Google search Consol or SEMrush to help you choose the right keywords. In addition, I suggest that your title follow the "brand name+ variant+ keyword" template.

5. Avoid adding Fluff words to your titles: Any word that doesn't explain your product should not be added to your title, even if you find it as a keyword. Such fluffy terms are new, real, best, authentic, etc. Customers who want to buy a product don't search for such words. However, I have noticed that during specific seasons such as Mother's Day, Thanksgiving, and Christmas, people include some fluff words when searching for good gifting items.

WRITE CONVINCING PRODUCT DESCRIPTIONS COPY TECHNIQUE

When you're running an online business, a copy can make or break your revenue stream. Customers use search engines to find the products and services they want, so if you don't have well-written, convincing content in your website's SEO meta tags and on your landing pages, then you're leaving money on the table. This chapter will take you through three of the most effective marketing copy techniques that you can use on your website to increase your online sales.

1) ADD URGENCY

No matter what you're selling, if you want to boost online sales, you need to know how to write effective marketing copy. Copywriting is the art of persuasion, and when it comes to persuasion, certain techniques are more effective than others.

One of the best ways to persuade a customer to buy your products is to add urgency to your descriptions. It might seem counterintuitive at first, but adding an expiration date or a limited quantity can help convince consumers they need to buy now before they miss out on this amazing deal! This is especially effective when selling products with a long lead time, like furniture or electronics. Consumers know that with these types of purchases, there's always a chance they'll change their minds by the time it arrives. Urgency helps ensure that doesn't happen!

When you're writing product descriptions, it's important to use language that will create a sense of urgency and encourage people to buy now. Here are three words and phrases you can use to do just that:

- Hurry! Only X is left in stock!
- Only one left in stock!
- Call now before they're gone!

2) USE STORYTELLING

There's no doubt about it: people love stories. We're hardwired for them. Storytelling is one of the oldest and most effective communication tools in existence. And when it comes to the marketing copy, stories can be especially powerful. Marketers often use storytelling as a way to build a connection with their audience by sharing personal experiences or relating their product or service to something that customers might identify with. Marketers can also use storytelling as a way to solve customer problems- simply by telling the story of someone who faced that problem themselves and overcame it through using their product or service.

3) DEMONSTRATE AUTHENTICITY

If you want to boost online sales, it's important to use marketing copy that is authentic and speaks to your target audience.

First, it's important to be a real person with a genuine personality. Showing the human side of your business can make people feel more comfortable purchasing from you. Next, make sure your copy talks about what makes you different from the competition and why people should buy from you instead of someone else. Finally, don't just sell; instead, try telling a story or sharing an anecdote about the product or service being offered to give potential customers a sense of who they'll be buying from as well as why they should buy now rather than later.

MAINTAIN CONTACT WITH BUYERS

Customer contact is important for a few reasons. First, it helps build rapport and trust between you and the buyer. Second, it allows you to upsell and cross-sell products. Third, it gives you an opportunity to provide customer service and support. Finally, maintaining contact with buyers helps you stay top of mind, which can lead to repeat business.

HIGH-QUALITY IMAGES

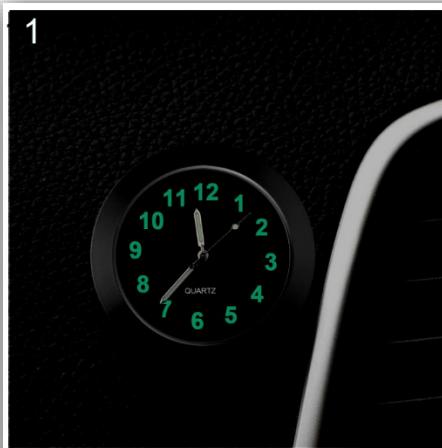


Photo needs to be better quality
not clear will lower conversions of sales



Better photo this is the standard clear
but no value is given



Has a higher conversion rate than the
first 2 because of the free shipping
badge and some value is given to the
customer



the highest converting ad image has value by 3 vectors
the country where it is located, free shipping also if you
buy 2 you will get 1 free this increase sale also makes
your average order value go up its also has the color
yellow which stands out amongst the crowd use the
color wheel for choosing the right color

Without great images, your ad is dead. You can cast a spell on your website visitors by the quality of the pictures you display. In this online marketing business, your product presentation influences your buyer's choice by more than 50%. Online shopping is a highly visual process. Therefore, your product image has to convince your potential customer that they are not making a mistake.

If you want to sell products online, you need high-quality images. People are visual creatures and they want to see what they're buying. This is especially true if they can't touch or try out the product in person. Make sure your photos are clear, and well-lit, and show off the product from every angle. In addition, use close-ups to highlight details that might be missed in a full-body shot. Finally, don't forget to include lifestyle shots that show the product in use. These images will help potential customers visualize themselves using your product and make them more likely to make a purchase.



When choosing colors to stand out amongst the crowd try using the opposite color from your product or the high click color like orange yellow red and green

The benefits of using high-quality images

- I. It holds the attention of your visitor longer
- II. It gives your website a professional look
- III. It provokes reactions from your audience as it tells stories faster and clearer
- IV. It encourages higher referrals
- V. It also contributes to helping your website rank higher

TIPS TO GET HIGH-RESOLUTION IMAGES:

- Check manufacturer stock image then add value to the image like free shipping badge buy one get free offer shipped in 24 hours. You can also use other websites like pixabay.com or unsplash.com.
- Take a good picture: If your mobile camera can't produce quality product pictures, hire a professional photographer to take those pictures. Also, invest in phones with great cameras, utilize lighting and learn phone photography. This is the first stage of uploading a great photo because if you don't create it, you are left with the option of stealing pictures online, which can ruin your business online.
- Upload as many pictures as possible: Never think there is a maximum number of pictures to upload on your website because there aren't. The more pictures you upload, the more conversions you get because the pictures tell the story and compile your visitors to buy. However, you have to be skillful in doing this. Take photos from different angles, and you can also snap the procedures of using the products instead of just uploading pictures taken from the same angle.
- Create designs with Canva: Canva is a content creation software that allows millions of users worldwide to create different kinds of content for FREE. You can use Canva to create quality graphics to advertise an order or to communicate anything to your audience. Although Canva has a premium version that you can check out, with the free version, you can access many templates and photos. I create designs for discounts, special sales, seasonal sales, and so on using Canva, which gives me the best quality. The 4 images above were created in Canva

PRODUCT DESCRIPTION THAT SELLS



Your product description influences your buyers' decisions; that's why some online marketers employ copywriters to craft short product descriptions that sell. Years ago, the Norman Groups discovered that 20% of unsuccessful purchases resulted from product descriptions that were wrongly written.

First, a product description is a marketing text (copy) that is geared towards telling readers what a product is and why buying it is a good idea. The primary content of a product description is the features and benefits of a product. Below, I have listed steps to help you write a great product description:

- a) Make your writing personal as if you are addressing one of your customers and not a group to avoid bragging about the product. Start by understanding your audience and talking to them as if it were a face-to-face conversation with your friend.
- b) Showcase your product's benefits. As the famous saying goes; don't sell products; sell experience. Never be carried away by mentioning the features; the consumer wants to know what they are gaining.

- c) Never use words like "excellent, amazing, etc." to describe your products because you sound less persuasive when the buyers are getting a subjective review of a product other than an accurate description of a product's benefits.
- d) If you must use superlatives, always include a justification. Superlatives like the 'best' and 'easiest' sound insincere when you don't state why your product is the best or the easiest approach. When you can't prove this, consider leaving it out.
- e) Make your description visual through your writing. Although your images help to convey this visual effect, you should consider supporting your audience's imagination using your copy. To learn how to appeal to your audience's imagination, practice describing your product with a sentence starting with "imagine."
- f) Tell a story about your products: Stories grab and retain your buyers' attention. They even forget they are being sold to when you tell a story. When telling a story to sell, pay attention to the product producers, the production inspiration, the production barriers, and the success stories of the product.
- g) Deploy sensory words for description. Sensory words appeal to one or more senses, including hearing, tasting, seeing, smelling, and feeling. Examples of sensory words include smooth, crunchy, bright, etc. The magic these words do is that they engage your viewer's brain. I refer to them as power words because they allow your readers to experience the copy.
- h) Include reviews: People will believe what others say about your products than what you say. Hence, show them positive feedback from other consumers.
- i) Make it scannable: Make your description easy to read by being concise and straightforward. Refrain from writing a product description in large paragraphs, making it hard for your reader to get the answers to their questions as fast as possible. If you want to make your product description scannable, it will help if you use headlines, bullet points, increased font, high-quality images, and plenty of white spaces.

TREAT YOUR CUSTOMERS RIGHT



No matter what you're selling, your customers are the key to your success. They're going to be the ones who help grow your business, so it's important that you always treat them with respect and provide good customer service.

One of the most important factors to consider when deciding which company to do business with is customer service. Poor customer service can lead to lost customers, upset customers, or even angry customers. On the other hand, companies that offer good customer service experience higher customer satisfaction and repeat business from their happy customers. Here are five ways that good customer service helps businesses succeed better than their competitors.

CUSTOMER SERVICE

Customer service is the act of providing support to customers before, during, and after they purchase a product or service. It can include everything from answering customer questions to handling complaints and returns. And while customers may demand good customer service, most businesses are in favor of it as well. Surveys show that customer loyalty goes up when employees provide helpful service.

This can lead to repeat customers and even word-of-mouth referrals that bring new customers through your door. It can also help build trust between you and your audience, making them more likely to trust you with their money and more willing to buy from you again in the future.

But what exactly is good customer service? While providing excellent support should be part of every business strategy, figuring out how to do so can be tricky for small businesses.

IMPROVE YOUR BRAND IMAGE

Customer service is the process of anticipating, recognizing, and meeting the needs of customers. Good customer service leads to customer satisfaction, which can result in repeat business, referrals, and positive online reviews. Furthermore, happy customers are more likely to forgive a company when things go wrong and are open to trying new products or services from them in the future. Finally, good customer service can help you learn more about your customers so that you can better target your marketing efforts.

ATTRACT NEW CUSTOMERS

There's no denying that good customer service is important to the success of any business. After all, happy customers are more likely to return and recommend your company to others. But did you know that good customer service can also attract new customers? According to research by Emmett Murphy and published in *Customer Satisfaction Is Worthless*, if a customer has an experience with great customer service they are three times as likely to buy from the same company again. A study by Harris Interactive found that 69% of Americans say they would be more likely to purchase from a company because it offers excellent customer service. And for millennials, this number jumps up to 82%. So don't just take care of your current customers - think about how good customer service will help grow your business in the future!

ENHANCE CUSTOMER LOYALTY

When the customer is happy with both your products/services and they are also happy with the way you handled their purchase or queries, they will feel a lot more confident in purchasing from you again. This will make them more loyal to you than your competitors.

REDUCE THE NUMBER OF COMPLAINTS

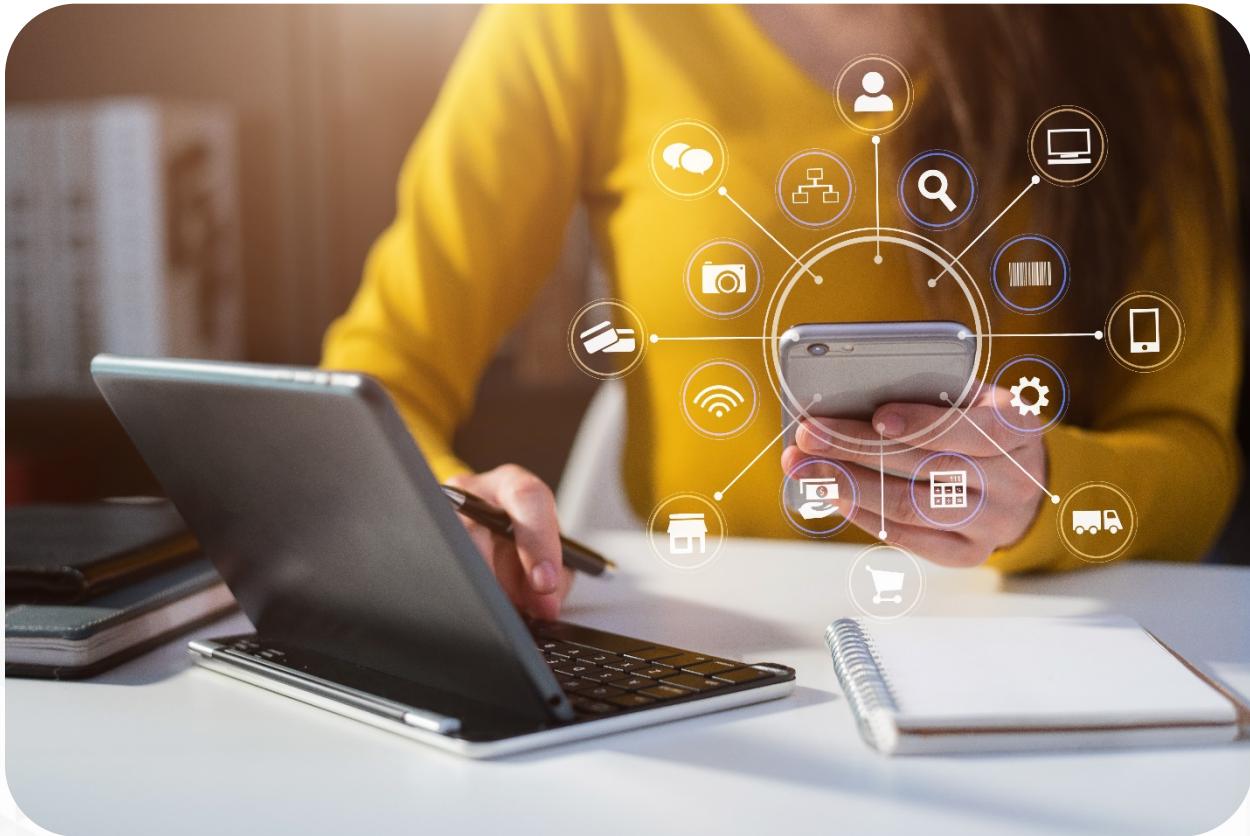
If you offer good customer service, you will reduce the number of complaints you receive. This is because customers will be satisfied with the level of service they receive and will not feel the need to complain. Effective communication: Many businesses and entrepreneurs fail because they lack basic communication skills. Your customers want you to explain anything they need to know as soon as possible. Give answers to their questions, even if a repeated questions.

TIPS FOR EFFECTIVE CONSUMER RELATIONSHIPS

- a. Study your target audience: if you fail to understand your target audience, your relationship with them will be unfriendly because you will think they intentionally want to give you a headache. For example, your logistics plans failed, and you contacted all your customers to tell them what happened, but one of them still calls you to rant about her disappointment. If you have studied your target audience, you will know that one of the reasons why they are buying from you is probably because of timely delivery. Therefore, when that person pours out their frustration, you know where it is coming from and be able to manage the situation.
- b. Apologize if necessary: Saying sorry to your customer changes everything; never think otherwise. If you messed up, acknowledge your error and apologize. If possible, make it up to them with a bonus. In situations where you encounter difficult customers, communicate effectively. Apologize even when you still can't see what you have done wrong. Celebrate with customers: If you are a vendor who collects your customers' contact alongside their birthdays, you should automate a birthday message for them. Also, you can send seasonal messages like Christmas, new year, thanksgiving, etc.

In everything you do, never forget that your customers are your employers. How you treat them impacts your growth of your immensely.

MAINTAIN CONTACT WITH BUYERS



Staying at the top of your customer's minds is a helpful strategy to make them return repeatedly. Imagine that you sell toiletries online, and a first-time consumer purchased them. The consumer is satisfied with the delivery; since they bought in bulk, it would last a while. It is careless not to prioritize being in contact with that client because you have numerous competitors.

Online marketers keep in touch through different means, which include: social media platforms, emails, text messages, etc. To utilize this strategy, you must get your customers' contact and keep in touch by consistently sharing valuable content that makes them love and trust you.

Here are some ways I communicate with my customers:

1. Create a customer communication schedule: It is far better not to communicate at all than to have a sporadic schedule when you communicate when you feel you should. A customer communication schedule helps you to communicate regularly. Depending on your communication channel, you will decide on the perfect frequency. Reach out personally to all of your customers with an offer for free shipping on their next purchase, or coupons for 10% off their next order!
2. Share different kinds of content: Sticking to the same content is an error because it gets boring quickly and may not interest your buyers. Imagine when all the contents you share with your customers are promotional. The buyers could get tired of your too sales-y content. Therefore, blend the contents to include promotional, inspirational, educational, entertaining, etc.
3. Share user-generated content: You must have seen online vendors repost reviews from their customers. Those kinds of content are user-generated. These reviews are not restricted to written alone but also pictures and videos. The beauty industry utilizes this strategy a lot.
4. Communicate with your audience via multiple channels: As much as you can't use all the communication channels, never rely on one communication channel because your clients could prefer different channels. Also, distinct channels are used for different kinds of messages.
5. Don't neglect social media: Other channels like emails and websites are vital to the success of your business. However, don't neglect social media because researchers have discovered how social media users and their daily activities increase exponentially. Post pictures of new arrivals on social media sites like Facebook or Instagram so that people get excited about buying the latest styles from you.

SEND ITEMS WITH A HANDWRITTEN NOTE OR BUSINESS CARD

Personalization is key when it comes to online sales. By adding a handwritten note or business card with each order, you're making a connection with the customer that will encourage them to buy from you again. Plus, it's a nice touch that sets you apart from the competition.

You don't have to handwrite every single one of your notes and cards - there are plenty of services out there that can help you with this! If you're on a budget, sites like Moo allow you to purchase pre-designed business cards for \$0.99 per pack. Just make sure to always follow up with customers after they've received their orders so they know what else is going on in your company!

USE PACKAGES IN LARGE PADDED ENVELOPES FOR SAVINGS

When you're selling products online, it's important to find ways to save on shipping costs. One way to do this is by using packages in large padded envelopes. This can help you save money on both shipping and packaging costs. It also reduces the number of trips to the post office or UPS store. The downside to this method is that your customers will have to wait a little longer for their purchases to arrive. If you want your customers' orders sent as soon as possible, use small boxes and padded envelopes instead.

CUSTOMERS' FEEDBACK

Feedbacks are people's opinion and thoughts about your products. Feedback doesn't always have to be positive, but you are expected to use it to improve your services or products. When you run an online store, you should review your feedback. You may not be the producer of the product, but it is your responsibility to review the product. If the quality of the product is not good enough, then delete it from your website and get a substitute. In addition, when the feedback criticizes your delivery, you should be able to look into it and improve it.



When you deliver products to your audience, ask them to send feedback on the product and their experiences. In the cases where their feedback shows their dissatisfaction, learn to work to improve it rather than get angry or discouraged. Never forget to apologize and compensate whenever it is possible.

BENEFITS OF ASKING AND USING FEEDBACK:

- a) You are encouraged, especially when your clients give you positive feedback.
- b) It gives you the direction of improvement to make.
- c) It helps to increase your returning customers' rate
- d) It is a way of generating content
- e) It builds your customer relationship.

Whether you receive positive or negative feedback, utilize it for your business growth because they are the opinion of your target market.

IS FREE SHIPPING A GOOD IDEA?

Apart from the digitalization of society, the shift from in-store to online shopping has increased. However, the challenge of shipping keeps popping its head. The choice of the courier you make influences your buyer's experience. If your buyer's experience is not pleasant, their chances of returning are low. Offering free shipping can also eat into your profits, so you'll need to make sure that it's the right move for your business. One way to offset the cost of free shipping is to add it to the price of your products. This way, customers still feel like they're getting a good deal even though they're paying for shipping. You can also offer free shipping on orders over a certain amount, or for loyalty program members.

Free shipping is an excellent idea if you are strategic about it. There are many benefits associated with free shipping, but if you don't do it effectively, you will not achieve the benefits and will suffer losses.

Below are some shipping strategies that people have incorporated into their business:

- a) Free shipping: This means that you cover your shipping cost. While some retailers offer free shipping on all orders, others provide free shipping only if your order exceeds a certain amount.
- b) Charge exact cost: Retailers sometimes round up the shipping cost or even add an extra dollar. When a retailer decides to charge the actual fee, they don't round up or add a dime to it.

- c) Flat-rate shipping: This type of shipping strategy involves having a fixed shipping rate for every order. Often, the fixed rate applies to a specific country e.g., \$8, to anywhere in the UK.

FREE SHIPPING

Many online shops offer free shipping. The fact is that free shipping is not genuinely free. Offering free shipping is not a great idea in every case. When applying free shipping, it should have conditions except the products are high margin. High-margin products are products that have large profits.

How to offer free shipping and remain profitable

- Know your profit margins
- Incorporate the shipping cost into your pricing
- Offer free shipping on conditions
- Search for better shipping rates
- Offer free shipping seasonally

OFFER A FAIR RETURN POLICY

Offering a fair return policy increases your sales. A return policy has to do with a system that allows customers to return and exchange the product they bought for specific reasons. Some reasons could include; the items being below their expectation, they ordered the wrong size, or the product got to them damaged. If you ignore a fair return policy, you may lose customers. You can't avoid returns and refunds when dealing with the online marketplace. An unhappy customer will always tell their friends about the negative experience they had with your business, but a satisfied customer will tell 10 or 20 people how happy they were with their purchase from you. An effective returns policy can help your business earn that positive reputation and keep it, so it's important to put thought into crafting the right returns policy before you open your doors to the public. Here are three tips to keep in mind as you write your company's first returns policy and beyond.

WHAT IS A RETURNS POLICY?

A returns policy is a set of guidelines that a company provides to customers regarding how and when they can return products. A good returns policy should be clear, concise, and easy to understand. It should also be fair to both the customer and the company. Here are three tips for crafting the perfect returns policy

ARE YOU OFFERING A FULL REFUND OR IN-STORE CREDIT?

Make sure to be clear whether the client will receive a full refund that will be returned to their payment card, or will they receive in-store credit. In-store credit is like a gift card where the client can purchase a different product from you. Be sure to be careful with these options, some clients might want a full refund as they found something better somewhere else. So, in-store credit is not always favorable to clients.

INCLUDE A CUSTOMER-FRIENDLY RETURN ADDRESS LABEL IN EVERY SHIPMENT

One of the most important aspects of a returns policy is making it as easy as possible for customers to return items. One way to do this is to include a return address label in every shipment. This way, customers can simply affix the label to the package and drop it off at their nearest post office.

THE REASON WHY YOU SHOULD HAVE A RETURN POLICY:

1. It is a powerful marketing tool. Pitney Bowes found that 54 % of buyers will not purchase a product without a customer-centric return policy. A business with a fair return policy will always record a repeat purchase rate than a business that doesn't. Although return policies reduce profit at first purchase, they always lead to a high retention rate, which births long-term revenue growth.
2. It builds your brand trustworthiness: People need to trust your brand to be able to buy from you. When you don't attend to your customers, especially the first-timers, they lose their trust in your brand. They also go further to tell these bad stories to their friends or even comment on your ads and posts online, which truncates potential buyers from buying from you.

Strategies to minimize return losses:

1. Make your returns exchanges instead of refunds.
2. Market products with warranties so that if they get damaged, you can easily exchange them. That way you are not bearing the loss.
3. Upsell or cross-sell to consumers who want to exchange a product.

TRACK YOUR SALES AND PROFITS



Doing well in your business is only a dream when you don't have a reliable way of tracking your sales and profit. Today, tracking sales and profit are easier as many software has been designed to solve this problem.

WHAT ARE SALES AND PROFITS?

Sales are the total revenue generated from the sale of goods or services. Profits, on the other hand, are the leftover earnings after all expenses have been paid. To get a clear picture of your business's financial health, you need to track both sales and profits.

MERITS OF SALES AND PROFITS TRACKING

Below are what you stand to lose if you don't track your sales:

- Excellent sales Analysis: Sales analysis is a breakdown of your sales. It is in analyzing your sales that you identify what you are doing right and what you need to do better. When a product sells more, you will analyze everything about that product listing and come to a possible conclusion why it is selling more. Also, when a product performs poorly, you will investigate what would have caused it. Furthermore, this analysis helps you make data-driven decisions that improve your overall business performance.
- Accurate insight on your products: Even the sharpest brain can make some mistakes when there are no records. When you track your sales, you identify what your customers need in a particular season, and it will inform your sequent stocking. Hence, you focus on providing them with what they want instead of making them want what you offer.
- High customer satisfaction: the aim of every business that must grow is customer satisfaction. With a sale tracker, you will know what people love about your transaction and repeat them often.
- Balance your account: Some businesses were short-lived because they were carried away with their sales and did not focus on profit. They forgot that their profit is not equal to their sales but their sales minus cost. This cost includes other expenses apart from the cost price of their products. Sales and profit records help you balance the debit and credit accounts of your business

Hence, tracking your profit is part of the lifeline of your business. You can use any accounting software you want to. You can start with those with fair prices if you are starting, or you can do your account manually. If you want to do your accounting manually, I recommend you use excel. List your products, including the cost and selling price. Record daily sales and expenses and balance your debit and credit accounts daily, weekly, and monthly.

WHY IS IT IMPORTANT TO TRACK SALES AND PROFITS?

Knowing your numbers is critical to the success of your business. If you don't track your sales and profits, you won't know if your business is making money. Tracking sales and profits will help you make informed decisions about where to allocate your resources. Without tracking sales and profits, it's easy to overspend and get into financial trouble. In addition, tracking sales and profits will help you set realistic goals for your business. Without tracking sales and profits, it's impossible to measure your business's progress or success. In short, tracking sales and profits is essential to the health and longevity of your business.

1) Measure everything

There are a lot of factors that go into whether or not a business is successful, but one of the most important is sales. If a business isn't selling anything, it's not going to make any money. But even if a business is selling a lot of products, it might not be profitable if it's not keeping track of its expenses. That's why it's so important to track both sales and profits.

2) Set goals

Before you can start tracking your sales and profits, you need to set some goals. What are your targets? How much revenue do you want to bring in? What are your profit margins? Once you have some numbers in mind, you can start to track your progress.

3) Keep records

No matter how big or small your business is, it's important to keep accurate records of your sales and profits. This will not only help you stay organized, but it will also be crucial come tax time.

1. First, record the date and amount of sale when it happens
2. When the sale happens record, what was sold
3. Add up all the totals for the day
4. Keep track of what inventory was used
5. Record all expenses
6. Subtract total expenses from total income
7. Find out if there is a profit or loss

You can also use apps like Quickbooks or business accounts which do this for you automatically.

4) Consider using automation tools

Are you tracking your sales and profits manually? If so, there's a good chance you're missing out on valuable data that could help your business grow. Luckily, there are several automation tools available that can make tracking sales and profits easy. Some options include Google Sheets, Zapier, IFTTT, Hootsuite, and HubSpot. To use these tools most effectively, consider which aspects of your business you want to track.

For example:

- Inventory: do you want to know how many products are in stock at any given time?
- Invoices: do you want automated alerts when an invoice is overdue or has been paid?
- Customers: do you want email notifications when a customer places an order or makes changes to their account settings?

In conclusion, every online vendor must be strategic to secure a reasonable market share because there is a high level of competition. You will make little profit if you miss these eleven tricks to run your online marketplace. An online business must get the pricing, images, and customer relationship right. Also, when listing your products, do adequate research to list your product with a great title and write a good product description. Regarding shipping, returning policy, and choosing products to sell, understand that your choice will influence your brand's success.

GET FEEDBACK FROM CUSTOMERS

Customer feedback is vital to the growth of any business. But gathering customer feedback can be tricky and time-consuming, which often results in businesses failing to collect enough data or analyzing it in ways that don't provide value to the company's operations or strategy. Here are three tips you can use to get customer feedback that helps drive change and growth in your business.

1) SPEAK WITH YOUR CUSTOMERS

Customers are the best source of feedback for your business. They know what they want and need, and they can tell you what's working and what isn't. The best way to get this valuable feedback is to speak with them directly.

2) OFFER INCENTIVES

If you want to get quality feedback from your customers, you need to offer them something in return. Whether it's a discount on their next purchase or a free product, customers will love you for it!

3) SURVEY EXPERTS

When it comes to surveying customers, experts say that there are a few key things to keep in mind. First, make sure the survey is short and sweet. If it's too long, customers won't take the time to fill it out. Second, ask specific questions that will help you understand what changes need to be made. And finally, offer an incentive for customers to take the survey, such as a discount or free shipping. By following these tips, you'll be able to get the feedback you need to make changes that will drive results.

CHAPTER 2

HOW TO AVOID ROOKIE MISTAKES, SO YOU DON'T LOSE EVERYTHING



Ladies, liquor, and leverage the fastest way to lose all your crypto we will focus on leverage, ☺ some of the best traders in the world go broke trading on leverage, it's a tool when used correctly can work but if you are not advanced trader I would not recommend this. The two people that win in crypto are holders and builders, pick solid projects like bitcoin and just hold it and only spend it when you need to, typically if you hold for 4 years a full cycle you have always been on the top market by more than 5 to 10x. When it comes to investing in cryptocurrency, there are a few rookie mistakes that you can avoid. Many start trading on the crypto-exchange and put minimal effort and earn a difference in the exchange rate quickly. As in any activity in trading, it is crucial to develop certain qualities necessary to achieve high competence, and in particular, attentiveness and an analytical mind. But if you are not a professional trader DO NOT TRADE.

The best practice you can follow before crypto-trading is to minimize the possibilities of initial errors in advance.

ROOKIE MISTAKES TO AVOID IN CRYPTO TRADING

NOT HAVING A STRATEGY

Without a strategy, it is very easy to get caught up in the market's hype and make decisions based on emotions, not logic. It can lead to buying assets when they are overvalued and selling when they are undervalued. If you do not understand a cryptocurrency and its value and only listen to online "experts" from Twitter, Medium, or Slack, who tell you when to buy or sell a currency, you can lose a lot of money.

FOMOING

One of the biggest mistakes is FOMOing or Fear Of Missing Out. It manifests itself in situations like the early sale of an asset because of fear of losing profits, the fear of missing an ICO, or buying at the maximum price because you think you are missing something important. To avoid FOMOing, create a set of rules to trade on the crypto-exchange or choose a project, and limit the allowable losses and profits.

DIVERSIFYING

One of the biggest mistakes is diversifying your portfolio. When you invest in cryptocurrency, you put all your eggs in one basket. It is a slightly risky move because if the value of that one currency goes down, you could lose a lot of money. Investing in a few different cryptocurrencies so that if the value of one goes down, you still have others doing well is the thought! if you diversify I would have 2 coins like bitcoin and Ethereum both 40% and the other 20% on risky assets coins.

By not diversifying you pick 1 coin a blue chip and you are confident in the team/project and just hold it. Remember if you had coins 10 coins 1 does better than all the others why would you want the other 9 ? You may have a reason. Both methods have pros and cons

NOT DOING YOUR RESEARCH

Research is one of the crucial things to do when first getting involved in cryptocurrency. With the vast amount of online information, there is no excuse for not being well-informed about the space. Not doing your research can make costly mistakes, such as investing in a scam ICO or losing your private keys.

Suppose your decision to buy cryptocurrency depends on someone else's opinion. In that case, you must rely on the opinion when selling, which can hurt your chances of earning a profit within the specified time frame.

Crypto is a risky investment, and there's always the potential of losing everything you put in. So, only invest what you're comfortable losing. Always do due diligence and research before trading or investing.

Risks to avoid to be safe:

- Not being diversified
- Being too diversified
- Not having your main coins as the main percentage of holdings 80/20 rule
- Lacking a long-term strategy

CHAPTER 3

HOW TO FIND UNDervalued CRYPTO FOR 10X GAINS

LOW - MEDIUM RISK



UNDervalued CRYPTO

Undervalued crypto is digital assets that are currently trading below their intrinsic value. Undervalued crypto is a digital or virtual token that is not receiving the attention it deserves from the crypto community. It can be for various reasons, including low market capitalization, low trading volume, or being new to the market.

If you were to purchase these assets today, you would be paying less than what they are worth. Because if you can find undervalued crypto, you have the potential to make 10x gains on your investment.

HOW TO FIND UNDervalued CRYPTO FOR 10X GAINS?

With different cryptocurrencies, it can be challenging to know which ones are undervalued. However, there are a few things you can look for that can help you find the best deals. One of the ways to find undervalued cryptocurrencies is to look for coins with a low market cap. These are usually the coins that have the potential to grow the most.

Golden nugget tip: Find a coin that has a market cap under 10 million learn about the team and the project then buys these cheap tokens and wait, do this for as many projects as you're comfortable with and potentially lose all your money eg \$100 on 6 projects that you trust, get ideas from YouTube Reddit ect but do your research always double check. Now if the market cap goes to 100 million you have 10x your money and covered all 6 projects and may go up further if it has utility also your other projects may as well.

QUICK CHECKLIST

5 WAYS TO SPOT AN UNDervalued PROJECT

1. Check its Market Valuation.
2. Check its Backers.
3. Check its Team.
4. Scrutinize its Tokenomics.
5. Gauge its Market Fit

To find undervalued crypto for 10x gains, one must first understand what factors to look for.

- The most crucial factor is the project's stage of development. Is the project in its early stages with a working product? Is the project in its later stages with a proven track record? The answer to this question will help you assess the project's potential for 10x gains.

- Another crucial factor to look for is the team behind the project. Do they have a strong track record in the industry? Do they have adequate skills and experience to make the project successful? Talk to them.
- Finally, you must also assess the project's competitive landscape. Is the project in a highly competitive space with many well-funded rivals?

RISKS TO AVOID TO BE SAFE:

- There are no sure-fire wins when investing; hence, there will always be some risk.
- Investing more than one can afford to lose.

CHAPTER 4

HOW TO MINE WITH PC OR ASIC MINER

LOW- MEDIUM RISK



BITCOIN MINING

New Bitcoins get created through Bitcoin mining. As bitcoins are digital assets, they must be 'mined' to be created. The method of mining bitcoins requires specialized hardware and software that perform the necessary computations to mine the bitcoins.

The mining process is also energy-intensive because of the numerous computations.

- You can use your gaming computer to mine free bitcoin especially if you have cheap electricity with no upfront cost also can sell hardware for a profit later.
- By mining, you can earn cryptocurrency without having to put down money for it.
- Bitcoin miners receive bitcoin as a reward for completing "blocks" of verified transactions, which are added to the blockchain.
- Mining rewards are paid to the miner who discovers a solution to a complex hashing puzzle first, and the probability that a participant will be the one to discover the solution is related to the portion of the network's total mining power.
- You need either a graphics processing unit (GPU) or an application-specific integrated circuit (ASIC) to set up a mining rig.

WHAT DO YOU NEED TO START?

When mining for cryptocurrency, there are two main ways to go about it – with a PC or with ASICs (application-specific integrated circuits). ASICs are purpose-built machines designed solely for crypto-mining, offering many advantages over regular PCs in mining. However, they can be more expensive to get started with, so if you're on a budget, you will require a PC with a powerful CPU. For ASICs mining, you'll need to invest in a dedicated mining rig.

ASIC MINER

ASIC miners are purpose-built machines specially designed for mining cryptocurrencies. Unlike a regular computer, which one can use for various tasks, an ASIC miner is designed specifically for crypto mining. ASIC miners are designed according to a hashing algorithm that affects which cryptocurrencies one can mine. For example, Bitcoin uses the SHA-256 algorithm, and Ethereum gets mined through ETHASH. Hence, if you want to mine both, you will need an ASIC miner for SHA-256 and a separate rig for ETHASH.

THE PROCESS

Early bitcoin (BTC) mining days saw miners use PCs to mine BTC blocks successfully. It was possible because of fewer miners involved in the activity and the lower overall hash rate. Some blockchain mining algorithms are PC-mining friendly, like Bytecoin, Monero, and Zcash. However, PC miners cannot efficiently use electricity, and their hash power is much lower than other mining rig options.

Crypto mining depends solely on the miner's hash rate and the speed at which the computer configuration can solve mathematical equations. Even with several ASIC miners operating, there is little chance of solving a proof-of-work puzzle. Hence, crypto miners join a group of miners (mining pool) to combine their hash rates to have a higher chance of solving the puzzle first.

RISKS TO AVOID TO BE SAFE:

- Crypto mining is a highly energy-intensive process.
- New methods of mining crypto, like proof of stake.

CHAPTER 5

HOW TO STAKE CRYPTO AND GET PAID INTEREST



Staking is holding cryptocurrency in a wallet to support the network and earn rewards. When you stake coins, you hold them as a security deposit to ensure that the supporting blockchains remain operational.

WHAT ARE THE BENEFITS OF STAKING?

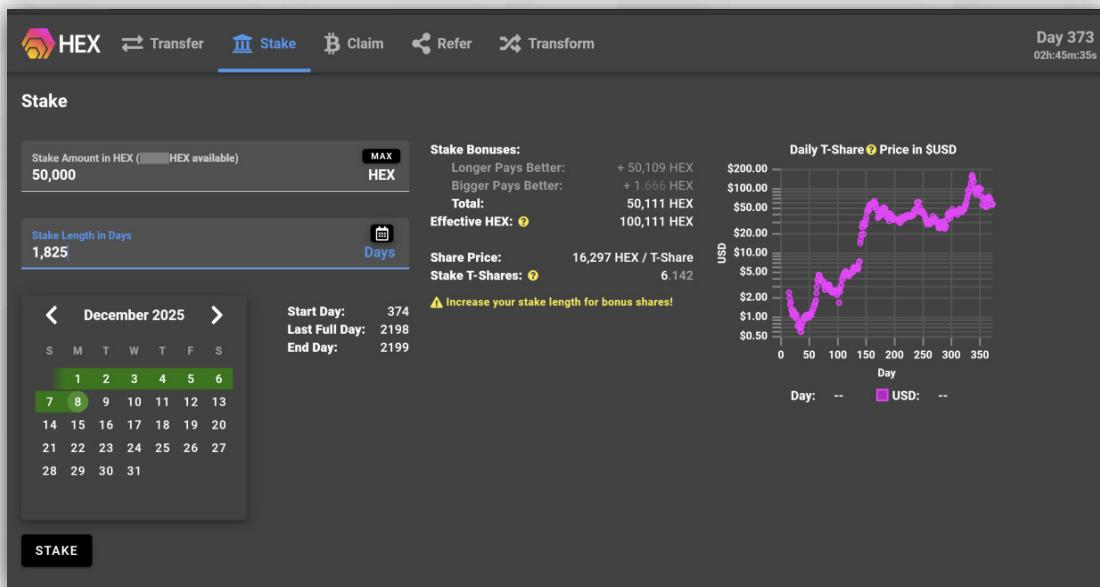
There are many benefits to staking, including earning interest on your coins, helping secure a network, and participating in governance. Staking can be a way to earn additional income on your cryptocurrency investments. Many networks offer rewards for stakers in the form of interest payments. These interest payments can vary based on the number of coins staked and the time they are staked. Additionally, the interest compounds over time; thus, investors can increase their potential earnings power if they reinvest their interest.

HOW TO STAKE AND GET PAID INTEREST?

The process of staking crypto and getting paid interest is relatively simple.

- First, you must find a coin that allows you to stake your chosen cryptocurrency **we suggest Hex.com** as it's a completed project with flawless operation over the last 2 years and the best appreciating asset of 2020 and 2021 with up 1.5 million % return after staking Ethereum is our second pick
- Once you have found the crypto exchange, you will need to deposit your cryptocurrency into your account on the exchange.
- Once your cryptocurrency is deposited, you will need to choose a period for which you want to stake your cryptocurrency.
- After you have chosen your staking period, you will need to wait for the exchange to confirm your stake.
- Once your stake is confirmed, you can earn interest on your deposited cryptocurrency.

HIGHEST INTEREST RATES FOR STAKING CRYPTO



The interest rates for staking crypto are much higher than the high-yield savings accounts or [U.S. Treasurys](#)! For investors who already know they will hold cryptocurrency for the long term, staking can be an attractive source of passive income.

RISKS TO AVOID TO BE SAFE:

- Not doing your research
- Not having an exit strategy

CHAPTER

6

YIELD FARMING FOR RETURNS

MEDIUM TO HIGH RISK



In **yield Farming**, we recommend liquidity pools using uniswap and pulsex. One can use yield farming to stake or lend cryptocurrencies to earn rewards. You can do it by lending your coins to others, staking them in a proof-of-stake system, or participating in a liquidity pool. By doing this, you can earn a higher return on your investment than if you held your coins in a wallet.

Advantages:

- It allows users to earn passive income from their tokens without selling them.

- It can be a great way to grow your crypto portfolio without having to put any money at risk.

Disadvantages:

- If you lend your coins to others, there is a risk that they will not pay you back.
- If you participate in a liquidity pool, there is a risk that the underlying asset's price will move against you.

HOW TO GET STARTED WITH YIELD FARMING?

One way of yield farming is by becoming a liquidity provider for DApps (applications that run on the blockchain). First, you must choose a liquidity pool (LP) in a DApp. There are factors determining the feasibility of a DApp, which you can check through their whitepaper, user reviews, and track record.

Eg

Liquidity Pool	What Is It?	What's Special About It?
 Uniswap	Decentralized ERC-20 token liquidity pool supporting ETH and ERC-20 token contracts in 1:1 ratio.	Supports decentralized swaps of ETH and other ERC-20 tokens. Flexibility for launching new exchange pairs in new liquidity pools for any token without any fees.
 Balancer	Decentralized liquidity pool, which also serves as a price sensor and non-custodial portfolio manager.	Features a modular pooling protocol with support for multiple pooling options. Ease of adjusting parameters for the liquidity pools. Facility of liquidity mining.
 Bancor	Ethereum-based platform using algorithmic market-making methods for leveraging pooled liquidity.	The Bancor Relay liquidity pools resolve the concerns of volatility in liquidity.
 Curve Finance	Ethereum-based decentralized liquidity pool tailored for stablecoin trading.	Reduced slippage. Seven different liquidity pools with their own ERC-20 pool pairs.
 Convexity Protocol	A decentralized crypto liquidity pool tailored for ERC-20 tokenized options contracts.	Facility of creating collateralized option contracts and selling them as tokens.
 DeversiFi	Decentralized, non-custodial liquidity pool powered by StarkEx smart contract.	High transaction speeds ranging up to 9000 TPS with a layer 2 scaling engine. Support for private and public cryptocurrency wallets alongside off-chain trades and maintaining on-chain balance.
 KeeperDAO	Ethereum-based DeFi protocol, serving primarily in the role of an on-chain DeFi underwriter.	Offers incentives for participation with better flexibility for managing liquidity. Five different liquidity pools.
 Kyber Network	Ethereum-based on-chain liquidity protocol, which empowers dApps for providing liquidity.	Better user experience with flexibility for swapping, payments, and receiving different tokens in single transactions.
 OIN Finance	New liquidity pool with a focus on multiple DeFi services.	First DeFi project in the world powered by Ontology blockchain.
 ICTE	Decentralized liquidity pool tailored for inter-exchange trading.	Operates a DeFi protocol for connecting regional cloud-based exchanges across different blockchain networks. Reduced issues in security, custody, and latency without compromising liquidity.

After choosing the LP, analyze the smart contract requirements, for example, a specific currency, time, quantity, etc. After you make the deposit and satisfy the conditions, you will become the liquidity provider with the right to earn dividends from their stake.

THE BENEFITS OF YIELD FARMING

PASSIVE INCOME

Yield farming is a type of passive income that can benefit investors. By investing in assets that provide a steady income stream, investors can earn a consistent return on their investment without having to manage their portfolios actively. This type of investment can benefit retirees or other individuals seeking a reliable source of income.

ACCESS TO NEW INVESTMENTS

Yield farming is a process by which investors can access new investments and earn rewards for providing liquidity to a market. By staking their assets in a pool, investors can earn a return on their investment without putting their capital at risk. In addition, yield farming can provide access to new and innovative investments that may not be available through traditional channels.

EARLY-STAGE PROJECTS

Yield farming has several benefits for early-stage projects.

- It allows projects to raise capital without selling equity or issuing debt.
- It provides projects with a source of liquidity that one can use to fund operations or expand the business.
- It gives projects a way to reward investors for their support.
- It can help to build a community of supporters around a project.

RISKS TO AVOID TO BE SAFE:

- High volatility.

- Exit scams are abundant.

CHAPTER 7

FLIPPING NFTS FOR HUGE PROFITS

HIGH RISK



NFTs, or non-fungible tokens, are unique digital assets (digital or physical) that one cannot replace. NFTs represent any form of a digital file, a jpeg of a piece of art, a video, or real estate. Since the files are converted 'tokens' and secured on a blockchain, buying, selling, and trading them reduces fraud. Recently, NFTs have become popular in the cryptocurrency world as a way to invest in digital assets. One can buy and sell NFTs like other assets, and their prices fluctuate greatly.

Flipping NFTs is a popular way to make profits in the cryptocurrency world. Flipping NFTs is a process of buying and selling them for a profit. It can get achieved by buying NFTs when they are low in value and selling them when they are high in value. NFTs can also be flipped by purchasing them and holding onto them until they appreciate them.

HOW TO GET STARTED FLIPPING NFTS?

Before you start flipping NFTs, it's essential to do your research and understand the market.

1. Choose NFT to Flip: There are many NFTs available to buy from primary and secondary marketplaces. The first step is identifying an NFT you believe is undervalued and, thus, ideal for flipping.
2. Visit NFT Marketplace: After identifying the best NFT to flip, visit the marketplace where the token is listed. Examples of NFT marketplaces are Flyblox [OpenSea](#), etc.
3. Connect Wallet: To pay for an NFT purchase, you must connect your wallet to the respective NFT marketplace.
4. Buy NFT: Now, you can purchase your chosen NFT.

After you have bought the NFT, it is time to flip it for a profit.

Golden nugget tip: The first time I started to learn about NFTs, I discovered that there's a sweet spot for getting underpriced nfts. That sweet spot is when the projects just uploaded the metadata. When this happens, everyone discovers what traits their NFT has. This is an exciting moment, but it is also filled with opportunities. For example, someone who just got super rare might have it listed for sale. It is at this time that you can buy that token if you move fast enough. OpenSea takes 30min-1h to update all the data, so in that time, a lot of people do not know what properties they got, even if they are publicly available. You can use a tool like metascaper V2

BENEFITS OF FLIPPING NFTS

There are many benefits to flipping NFTs. First of all, NFTs are a new and emerging market. It means that there is much potential for growth in the value of NFTs. If you buy an NFT for \$1 and sell it for \$10, you have made a 10x return on your investment. Secondly, NFTs are very liquid. It is easy to buy and sell NFTs in the marketplace.

KEY METRICS TO KNOW WHICH NFTS WILL DO WELL

Besides finding a project with the right utility and community, the three metrics you can primarily use to determine how well an NFT will do are:

- **Number of Items:** Scarcity is the catalyst to drive the NFTs' demand upward. An NFT project with a limited number of items is more likely to earn you profit.
- **Least Price:** The least price, also known as "Floor Price," means the minimum price you can pay to get an item. You must look for NFTs with lower floor prices as well as minimal supply.
- **Volume Traded:** Making profits in NFTs firmly depends on liquidity. Therefore, you must invest in platforms experiencing high trading volumes. This will increase your chances of seeing more collectors willing to purchase your NFTs.

HOW TO FIND NFTS TO FLIP?

Like in any financial stock market, to make a profit, users need to do a thorough analysis and research to make the best decisions. Normally, users choose assets or items with a low value in the present, hoping the value would increase in the future or with time.

In the case of NFTs, users must first establish their niche and do an extensive study into the market segments they intend to invest in. The value of the NFT is determined by its rarity and availability, thereby leaving the pricing of the NFT based on current trends in the market.

Every user has to research the NFT project they are interested in. Users must be capable of understanding and explaining the project. Users should be comfortable with the ups and downs of crypto trading after adequate time and independent study. With time and practice, users will eventually learn how to spot NFT projects early on and how to react to various market movements.

Another important practice is that users should avoid blindly following the work of another trader. A particular technique that works for one user may or may not work for another.

Figuring out why what and how a particular strategy is used is vital before applying it.

Such an analysis always comes in handy because that knowledge can be used in the future while trading with NFTs.

RISKS TO AVOID TO BE SAFE:

- Relying too much on emotion.
- Blindly following influencers.
- Nfts can go 0 fast

Most popular Nfts in 2022 - Bored Ape Yacht Club NFT collection



CHAPTER 8

STORING CRYPTO SAFELY FOR NO HACKS



Cryptocurrencies are stored in digital wallets. A digital wallet is software that will store your public and private keys and interact with the blockchain, enabling you to send and receive digital currency and monitor your balance. You can think of public keys as your cryptocurrency address and private key as your password, allowing access to your currency. Keeping your private key secure and safe is essential as it gives you access to your digital currency.

DIFFERENT WAYS TO STORE CRYPTO SAFELY.

There are two main storage options to store your cryptocurrencies: Cold Storage Wallets and Hot Storage Wallets.

COLD WALLETS

HARDWARE WALLETS

Hardware wallets are devices that store private keys and allow you to sign offline transactions. Even if your PC is compromised, your coins will be safe. However, taking your holdings offline can help protect you from online and hacking attacks, but you can also lose your holdings. Since there is no backup for hardware wallets, you can lose access to your investments if you misplace your wallet. Recommended brand ledger you can buy here <https://shop.ledger.com?r=31233f1702b4>

PAPER WALLETS

A paper wallet is a paper piece containing keys and QR codes used for facilitating your cryptocurrency transactions. They are safe and secure because they are not connected to the internet and, therefore, cannot be hacked. You can store your paper wallet in a safe place, like a safe deposit box, and it will keep your cryptocurrency safe and secure.

HOT WALLETS

SOFTWARE WALLETS

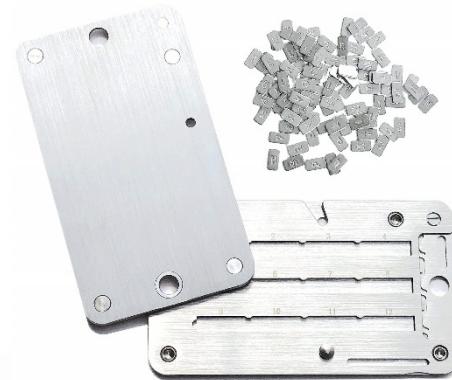
Software wallets are wallets that are stored on your computer or mobile device. They are easy to use and offer a variety of features. Software wallets are a good choice for those who are new to cryptocurrencies. Additionally, software wallets offer a variety of features that can help you manage your cryptocurrencies. For example, most software wallets allow you to view your transaction history, send and receive payments, and store multiple cryptocurrencies.

ONLINE WALLETS

Online wallets are wallets that are accessed through a website or an app. They are easy to use and can be accessed from anywhere worldwide. Another benefit of using an online wallet is that they are often more secure than offline wallets. It is so because a third party usually hosts online wallets, which are responsible for keeping your funds safe and secure.

WHAT IS A CRYPTO STEEL WALLET?

SteelWallet is **an indestructible private key cold storage backup tool for crypto wallets, passwords and confidential information without the use of third parties tools or services**, better seed storage alternative than paper wallets. It is fireproof, corrosion-resistant, acid-resistant and virtually uncrushable.



RISKS TO AVOID TO BE SAFE:

- Not understanding the technology
- Cannot choose the correct wallet.

CHAPTER 9

OUR TOP PICK BLUE-CHIP CRYPTOS



Bitcoin, Ethereum, Hex, Pulsechain, Pulsex Monero Thorchain are our top picks the coin most likely to perform out of these will be the newest coins which are Pulsechain and pulsex as it starting at nearly 0 as of today, but still do your research and see which you like they are all one of kind coins. Hence why they are top coins.

BITCOIN

Bitcoin (฿) is a decentralized digital currency that can be transferred on the peer-to-peer bitcoin network. Bitcoin is the best appreciating asset of all time. What ppl get wrong is even as of today huge drop down from 69k to 20k you are still up 20 million% Bitcoin transactions are verified by network nodes through cryptography and recorded in a public distributed ledger called a blockchain. The cryptocurrency was invented in 2008 by an unknown person or group of people using the name Satoshi Nakamoto. The currency began to use in 2009 when its implementation was released as open-source software

ETHEREUM

Ethereum is a decentralized open-source blockchain system that features its own cryptocurrency, Ether. ETH works as a platform for numerous other cryptocurrencies, as well as for the execution of decentralized smart contracts.

HEX

Certificates of Deposit (CDs) are common investment tools managed by banks. Hundreds of millions of people use them worldwide, creating a market valued in trillions of dollars. HEX has taken the concept of CDs, added significantly higher average return rates, removed banking fees, and turned it into a decentralized cryptocurrency.

You can "Stake" your HEX by locking up any amount for a period between 1 and 5555 days. Your Stake accrues rewards every day, and the amount of yield depends on the length of your Stake: "Longer Pays Better". The APY for HEX Stakes of average length is around 40%, while traditional bank CDs average less than 2%. In addition to the unprecedented yield, there is also the tendency for the HEX price to appreciate. HEX has no central entity, no bureaucracy, and no overhead. There are no bonuses awarded to anyone outside of the users who Stake HEX. As a simple to use, high-yield investment tool, HEX makes you the bank.

PULSECHAIN

Ethereum fork, with the delegated proof of stake validators, shorter 3second blocks, no mining, no inflation, fee-burning blockchain.

PULSEX

PulseX enables users to exchange tokens on PulseChain for one another. Its goal is to provide PulseChain users with the best possible trading experience and yield farm with a strong focus on incentivizing ERC-20 holders to bridge in and back the value of their free PRC-20s

MONERO

Was launched in 2014, and its goal is simple: to allow transactions **to take place privately and with anonymity**. Even though it's commonly thought that BTC can conceal a person's identity, it's often easy to trace payments back to their original source because blockchains are transparent. On the other hand, XMR is designed to obscure senders and recipients alike through the use of advanced cryptography.

The team behind Monero says privacy and security are their biggest priorities, with ease of use and efficiency coming second. It aims to protect all users — irrespective of how technologically competent they are.

THORCHAIN

THORChain is a decentralized liquidity protocol that allows users to easily exchange cryptocurrency assets across a range of networks without losing full custody of their assets in the process aka cross chain . With THORChain, users can simply swap one asset for another in a permissionless setting, without needing to rely on order books to source liquidity. Instead, market prices are maintained through the ratio of assets in a pool.

The native utility token of the THORChain platform is RUNE. This is used as the base currency in the THORChain ecosystem and is also used for platform governance and security as part of THORChain's Sybil resistance mechanisms — since THORChain nodes must commit a minimum of 1 million 300k RUNE to participate in its rotating consensus process. THORChain was funded through an initial DEX offering (IDO) which launched through the Binance DEX in July 2019. Its single-chain chaos net was launched in April 2021, the multi-chain upgrade was launched in April 2021 and Mainnet is now live as of Jun 2022.

CLOSING THOUGHTS

While cryptocurrency offers many advantages, investing everything you have into digital assets would be unwise. The market is still incredibly volatile, and there's always the potential for a total crash. Instead, only invest what you're willing to lose, and keep a close eye on the market. Furthermore, the crypto world is a fascinating industry with a lot of potential, and if you follow the best practices mentioned above, you can earn huge profits.

REFERENCES

1. Arvind Narayanan, Joseph Bonneau, Edward Felten, Andrew Miller, Steven Goldfeder. (2016). Bitcoin and Cryptocurrency Technologies A Comprehensive Introduction. Princeton University Press.
<https://doi.org/19July2016>
2. Butsch, C. (2022, August 2). How to invest in cryptocurrency. Investor Junkie.
<https://investorjunkie.com/alternative-investments/investing-in-cryptocurrency/>
3. Ehrlich, S. (2021, December 8). Crypto investing--A new investor's guide. Forbes.
<https://www.forbes.com/sites/stevenehrlich/2021/12/08/crypto-investing-a-new-investors-guide/?sh=1fc22d057dcd>
4. Esajlan, P. (2022, February 15). How to invest in cryptocurrency in 2022: A beginner's guide. FortuneBuilders. <https://www.fortunebuilders.com/how-to-invest-in-cryptocurrency/>
5. Evans, C. (2019).
https://www.google.co.in/books/edition/The_Forensic_Economist_s_Guide_to_Crypto/bvKNDwAAQBAJ. Pecuniology Press. <https://doi.org/March2019>
6. Goel, B. S., Academic, B., Goel, S., Singh, N. K., & Sharma, P. (n.d.). Editorial Board. 110.45.200. Retrieved August 22, 2022, from <http://3.110.45.200/journal/it-journals/it-journal-dec-2021.pdf#page=52>
7. How to evaluate any cryptocurrency: A guide for investors. (n.d.). Time. Retrieved August 22, 2022, from <https://time.com/nextadvisor/investing/cryptocurrency/how-to-evaluate-any-crypto-coins-potential/>
8. Matt Hougan, D. L. (2021). Cryptoassets: The Guide to Bitcoin, Blockchain, and Cryptocurrency for Investment Professionals. CFA Institute Research Foundation.
https://www.google.co.in/books/edition/Cryptoassets_The_Guide_to_Bitcoin_Blockc/M3cSEAAAQBAJ
9. Tomas, P. (2017). Cryptocurrency 101: A Beginners Guide To Understanding Cryptocurrencies and Tow To Make Money From Trading. 1kkbooks.
https://www.google.co.in/books/edition/Cryptocurrency_101/rScZEAQQBAJ?hl=en&gbpv=0

Copyright © 2022, all rights reserved. This book or any part of it thereof shall not be reproduced or used in any manner whatsoever without the express written permission of the publisher except for the use of brief quotations in a book review or scholarly article.

FLYBL**X**.com