

Email: Crypto

Subject Line Preheader	Crypto 101 What even is it?
Header Copy	Crypto 101: What you really need to know before diving in
Body Copy	<p>What even is Crypto?</p> <p>Crypto is like having a rare baseball card except instead of owning the physical card, you own its digital rights. You can trade it, sell it, or keep it, but it's all happening online and all you have to show for it is a special code, or access key.</p> <ul style="list-style-type: none">● It's digital. It's like regular money but it lives online in a secure vault called the blockchain.● It's decentralized. No one is in charge. Crypto has no banks or governments backing it so no one's going to save you if things go wrong.● It's encrypted. Every transaction is secured with complex encryption, making it difficult for hackers to tamper with. But if you lose your access key, there's no way to recover it. <p>What to keep in mind</p> <p>You hear stories about people making millions. But for every millionaire, there's someone who lost their entire savings. Crypto is risky so proceed with caution.</p> <p>How to stay protected</p> <ul style="list-style-type: none">● Don't bet your rent money. Only invest what you're okay losing. Crypto can skyrocket in value one day and crash the next.● Do your homework. Read up on what you're buying—whether it's Bitcoin, Ethereum, or something else. Each crypto coin is different, with its own risks and rewards.● Diversify. Don't put all your money in one coin. Spread your investments across different types of crypto so if one tanks, you're not completely out of luck. <p>The bottom line</p> <p>Crypto <i>can</i> be profitable but it's not a guaranteed win. If you decide to dip your toes in the crypto pool, make sure it's with money you can afford to lose.</p> <p>Coinbase bit can go here...</p>