

This document is a generic template with the key questions we think are essential for anyone to understand before diving into the crypto market.

**Disclaimer* We are not Financial Advisors. All opinions expressed by Collective Shift and its representatives are intended for educational purposes only and should not be treated as investment or financial advice. Any information provided is general in nature and does not take into account the reader's specific circumstances.*

A Template, Not A Recommendation

 This resource is not...

- A recommendation to buy, sell or trade specific cryptocurrencies or undertake a particular strategy.

 This resource is...

- A general framework for you to fill out and reference as you navigate the crypto market.

Having a plan, strategy and understanding of your goals can help you avoid FOMO (i.e. fear of missing out) and navigate the space more confidently.

 Everyone is different

Everyone's goals and personal circumstances are different. The onus is on you at the end of the day. We encourage you to seek professional guidance on meeting your specific financial goals.

Create Your Template

We're here to help you along your crypto journey. One of the most important things you can be doing, in our opinion, is creating a strategy that is specific to your circumstances and goals.

Although we cannot provide a strategy for you, as everyone's situation is different and we are not financial advisors, we can help you create your own through our template!

What to do

Work your way through the below 10 questions. Where you feel you need additional context, leverage our suggested resources listed under each question.

After answering these, you'll have your own crypto strategy. From our experience, the more time and effort you put into creating and thinking about your strategy, the more likely you are to stick to it.

Takeaway

This is something you're going to work on, and something we're going to help you with and get better at! Return to it frequently to remind yourself why you are here.

Get started below!

- Q1.** [What Does Your Current Portfolio Look Like?](#)
- Q2.** [What Are You Trying To Achieve or 'Get Out' of Crypto?](#)
- Q3.** [What Is Your Time Horizon?](#)
- Q4.** [What Is Your Risk Appetite?](#)
- Q5.** [What Is Your Short-Term & Long-Term Strategy?](#)
- Q6.** [Have You Reviewed Your Cryptocurrencies?](#)
- Q7.** [Where Are Your Cryptocurrencies Stored?](#)
- Q8.** [What Is Your Buy Strategy?](#)
- Q9.** [What Is Your Sell Strategy?](#)
- Q10.** [Have You Considered Your Tax & Structure Strategy?](#)

Q1: What Does Your Current Portfolio Look Like?

The best starting point is to get an overview of your cryptocurrency holdings. You can do this by writing them down on paper or by [adding them to your Personal Dashboard](#) on the Member Platform.

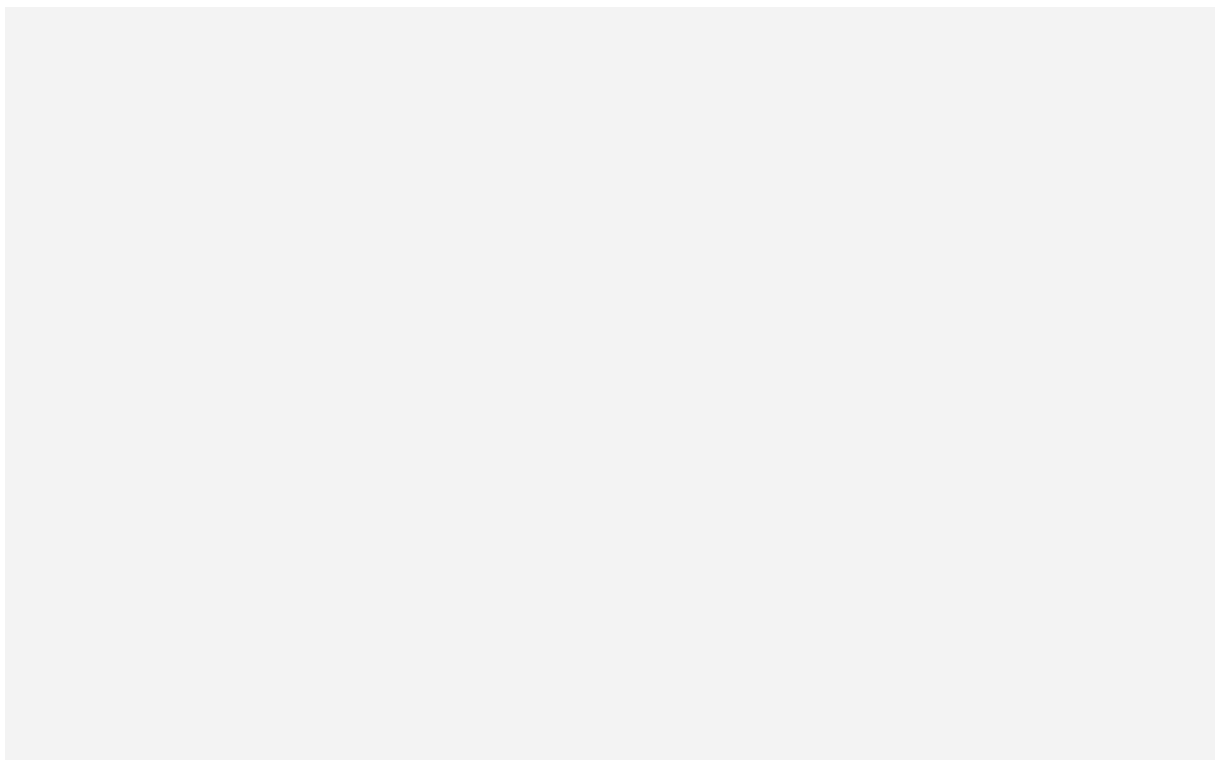
Some people may have multiple portfolios, splitting into short or long term. Crypto portfolios can be structured in all sorts of ways.

For your consideration: Many long-term investors think the best way to start a crypto portfolio is to put roughly 80% into BTC and ETH. Some also choose to include stablecoins in their crypto portfolio.

Relevant Collective Shift Resource

- [Crypto Portfolio Structures: Beginner, Intermediate & Advanced](#)

Your Answer



Q2: What Are You Trying To Achieve or ‘Get Out’ of Crypto?

By understanding your goals and what you want to get out of crypto, you can **create a clear and tangible outline to return to and remember why you’re here.**

For your consideration: Are you in the crypto space for long-term investment exposure, asset diversification, short-term trading, to help pay off your mortgage, to make a career change, or something else?

Relevant Collective Shift Resource

- [Planning Your Crypto Goals](#)

Your Answer

Q3: What Is Your Time Horizon?

Your time horizon is the months, years, or decades you think you need to achieve your goal. It's incredibly important to understand whether your goals are achievable within your time horizon.

For some, they could have different time horizons depending on their short or long term portfolios and depending on different cryptocurrencies.

For your consideration: Some people's overall time horizon is less than a year, whereas for others it's a few years or even multiple decades. Then there are others who may have a different time horizon for certain cryptocurrencies (e.g. holding BTC for multiple decades, but any other cryptocurrency for 1-3 years).

Relevant Collective Shift Resources

- [What Is a Risk Assessment?](#)

Your Answer

Q4: What Is Your Risk Appetite?

Risk appetite is one of the most overlooked aspects when entering the crypto space. Sometimes people underestimate the extreme risk associated with cryptocurrencies.

Your risk appetite is the amount and type of risk you're willing to take to meet your strategic objectives.

It's essential to know precisely what you're buying, owning or using. **It helps you understand whether your time horizon and goals match your risk appetite.**

For your consideration: Many would argue that Bitcoin is the least risky cryptocurrency to hold. Those who can tolerate a higher level of risk will generally allocate some of their portfolio to altcoins.

Relevant Collective Shift Resources

- [Understanding & Managing Risk In Crypto](#)

Your Answer

Q5: What Is Your Short-Term & Long-Term Strategy?

Now you know why you're here and what you want to achieve, you can start to understand your overall strategy.

- Do you want exposure to certain layer-one (L1) or layer-two (L2) blockchains, decentralised finance (DeFi), gaming, or another sector?
- Do you plan to get exposure to altcoins in the short term or stake your cryptocurrency for yield?
- Your strategy could even be determined by Bitcoin's four-year market cycle!

For your consideration: Some people prefer to have either a short-term strategy or long-term strategy, and not both. Again, it depends on your goals and circumstances.

Relevant Collective Shift Resources

- [Bitcoin Halving's Impact on Price](#)
- [Ultimate Guide to Staking Cryptocurrency](#)

Your Answer

Q6: Have You Reviewed Your Cryptocurrencies?

If you already own cryptocurrencies, when did you get them, why are you holding them, and why did you buy them?

Review not only why you're holding them but how they stack up. By using our crypto fundamental and tokenomic resources as part of your own independent research and education, you can make an informed decision moving forward.

It can also help you to fine-tune how you go about selecting cryptocurrencies.

For your consideration: Using our 'Ultimate Crypto Checklist', see how a certain cryptocurrency stacks up in terms of its team, funding, backing, traction, usage and the problem it is solving.

Relevant Collective Shift Resource

- [Collective Shift Ultimate Crypto Checklist](#)
- [Tokenomics Series \(Part 1\): What Is Tokenomics?](#)
- [Tokenomics Series \(Part 2\): Evaluating Demand, Supply & Value Capture](#)

Your Answer

Q7: Where Are Your Cryptocurrencies Stored?

Storage is one of the most unique aspects of crypto. It's incredibly important that you know how to safely keep your cryptocurrencies in your own custody. By not giving storage the attention it deserves, you risk permanently losing all of your cryptocurrency.

Do you know the crypto storage best practices? Here are two of the most important ones:

- i. Securely store most of your cryptocurrency in an offline hardware wallet.
- ii. Never type your recovery phrase on a computer or other internet-connected device.

For your consideration: Are most of your cryptocurrencies stored on an exchange, a hardware wallet (e.g. Ledger), or a web wallet (e.g. MetaMask)?

Relevant Collective Shift Resources

- [Ultimate Guide to Storing Your Cryptocurrency](#)
- [Security Centre](#)

Your Answer

Q8: What Is Your Buy Strategy?

A buy strategy is often overlooked. Without a clear plan, you could fall for FOMO or get involved in something you otherwise wouldn't or doesn't align with your strategy.

A buy strategy is also about ensuring you get the most cost-effective swaps possible.

If you're buying or swapping significant value upwards of \$10,000, it may be better to use an over-the-counter (OTC) desk to help ensure you aren't losing lots of money to 'slippage', which can happen on certain exchanges.

For your consideration: Ask yourself why you're buying a particular cryptocurrency. Does it align with your goals from Q2 and your strategy from Q5? Which are your preferred exchanges and how do you plan to buy in the most cost-effective way possible?

Relevant Collective Shift Resources

- [Where to Buy Bitcoin & Other Cryptocurrencies](#)
- [Buy & Sell Cryptocurrency In Large Amounts](#)
- [Identifying Where to Buy Cryptocurrencies](#)

Your Answer

Q9: What Is Your Sell Strategy?

A sell strategy is critical to keep you in check, particularly during times of extreme price volatility.

It is important to consider how your crypto is stored and how efficiently you can sell crypto-assets to meet your sell strategy in these circumstances, particularly if using cold storage where it can take time to transfer onto an exchange to sell and be expensive to do so when the network is busy.

By having (and sticking to) a sell strategy, you lower the chance of succumbing to FOMO and selling at a price that you otherwise wouldn't have. Consider automating your sell strategy to make it easier to follow.

For your consideration: What percentage of a certain cryptocurrency will you sell and when? How does your sell strategy compare between the short and long term? What will it take for you to sell?

Relevant Collective Shift Resources

- [Preparing Your Exit Plan](#)

Your Answer

Q10: Have You Considered Your Tax & Structure Strategy?

In Australia, the U.S. and almost all other jurisdictions, buying and selling cryptocurrency has tax implications.

Misunderstanding the tax implications can lead to serious problems (e.g. large, unexpected tax bills) that could have otherwise been avoided or at the least minimised.

It is important to consider that jurisdiction have their own tax laws and so something you read online may not apply to you.

These are a few things to consider below, but either way we strongly recommend speaking to a professional tax accountant about your personal situation.

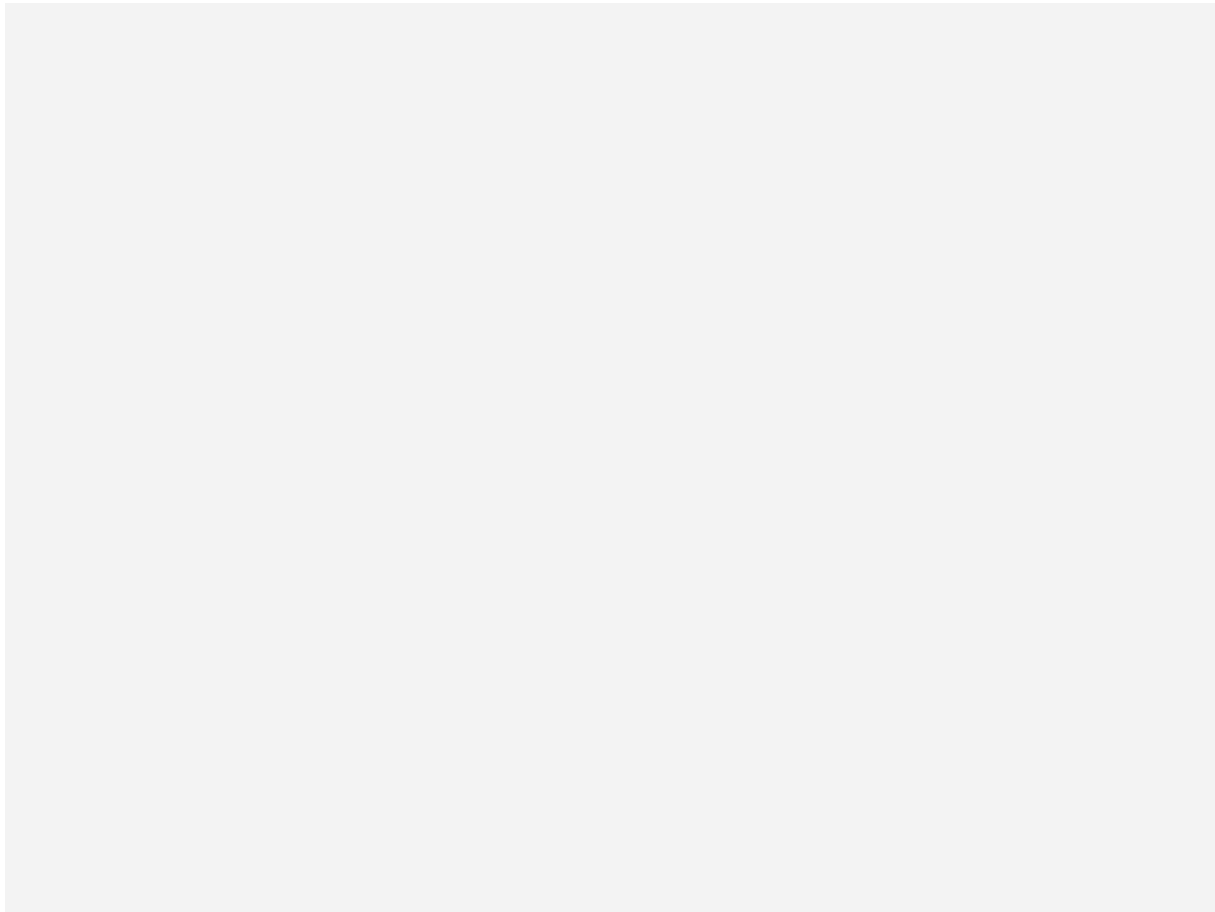
Relevant Collective Shift Resources

- [Crypto Tax Information For Australians](#)
- [Member Discounts \(Crypto Tax Australia & Crypto Tax Calculator\)](#)
- [Global List of Crypto Tax Accountants](#)

Your Answer

(Optional) Your Notes

Use the below space to jot down any notes or to-do items related to your crypto strategy.



We hope you got value from this process of creating your personal crypto strategy! We encourage you to frequently return to it throughout your crypto journey.

To return to the Member Platform, click the following link: <https://collectiveshift.io/>