

WHAT REALLY MAKES MONEY

An Independent Review of Business Opportunities & Money-Making Enterprises

DOUBLE YOUR POTENTIAL!

How to Create a Profitable Home-Business Tag Team

If you've struggled to start a home enterprise because you lack skills, money or time, here's a solution PLUS tips, tools and resources to make it run successfully

All the ideas I share in *What Really Makes Money* are feasible for just one person to set up and run.

There are a lot of benefits to going it alone, too. You get to set your own timetable. You can go at your own pace. You get all the glory and keep all the profits.

So if you're the sort who thrives by doing their own thing, then you have everything you need – just find a blueprint and follow it.

However, you might be one of those people who do better in life when you're working with someone else.

The idea of setting up a home enterprise – and doing all the tasks yourself – might seem intimidating.

You might worry that you lack skills, that you aren't self-motivating enough, or that it would just be a bit lonely.

So if you've been struggling to set up something, or the idea intimidates you, then you could consider a partnership. That is, you team up with another person (or people) in order to create your first product or service.

It could be an old school friend. A colleague from work. A neighbour. A sibling. Your spouse or partner. All of these combinations have proved effective in real-life businesses.

Here are some examples:

- » Bill Gates and Paul Allen were childhood friends who shared a love of computers (and, er, hacking them!). When Gates dropped out of Harvard they created Microsoft.
- » Larry Page and Sergey Brin met at university in 1995 and collaborated on a search engine project called Backrub. It would eventually become Google.
- » NotOnTheHighStreet was founded by Holly Tucker and Sophie Cornish. They teamed up in 2006 and started this incredibly successful eCommerce business on a kitchen table.
- » Mumsnet, the hugely influential website, was founded in a back bedroom by two friends, Carrie Longton and Justine Roberts.
- » Charles Dunstone and David Ross were two schoolfriends who founded Carphone Warehouse in 1989. Dunston invested £6,000 and started selling phones from his flat.
- » Daniel and Amanda Gestetner were a married couple who came up with an idea for Yoomoo, a frozen yoghurt business after a trip to the USA. It quickly became the number one frozen yoghurt brand in the UK.
- » Rocket Internet was founded in 2007 by three

please turn over...

brothers: Marc, Oliver and Alexander Samwer. They invested in internet and global technology companies, employing over 30,000 people.

As you can see, partnerships are very common in business – and can be massively successful. That’s because there are huge advantages:

Filling The Skill Gap

One of the main challenges people face when starting a home business is they lack certain skills. For example, you might have a great idea but haven’t got the ability to put it into operation.

Perhaps even the idea of having to learn those skills puts you off.

Classic examples include computer technology... writing... live presenting... accounts... creative work... design... selling... social media.

By teaming up with someone else, you can instantly fill one or more of those gaps. And even if they don’t have those skills, they might have much more aptitude for them, and a willingness to get stuck in and learn them.

Combining Personal Strengths (and Overcoming Weaknesses)

Another common challenge is that you might lack certain qualities or personality traits that would help you achieve your goal. For instance:

- » You might be creative but not organised...
- » You might be motivated but find it hard to stay focussed....
- » You might be good at strategy, but shy when dealing with strangers.

By teaming up with someone who has those qualities, you overcome your weaknesses and combine your strengths with their strengths. Two heads are better than one, as they say.

Boost Your Funding

Most of the opportunities I show you in *What Really Makes Money* can be set up on a shoestring. However, some do require a bit of up front

investment. Some others could be vastly accelerated, improved or enhanced with a cash injection.

Up front expenses might include software... computers... equipment... premises... vehicles... stock... storage... advertising... educational courses.

Teaming up with a partner who can invest, or match your investment, makes a lot more become possible, much more quickly.

Motivation and Support

There are some people who are more than happy to plug on with an idea on their own. They’re naturally self-motivated. Lone wolves who get on better without others.

But some newbie entrepreneurs struggle psychologically by themselves. They get a burst of enthusiasm at the beginning of a project, then lose their way and drift from their goal. They get lonely, bored, frustrated, full of doubts. It can cripple their progress.

A partnership removes this problem. It gives you someone equally invested in the project that you can work with. You can encourage each other. Support each other. Share problems and burdens. Help each other see problems clearly and objectively.

When there are two of you in a business, you tend to spur each other on, and pick each other up when you’re down.

Leverage Your Time

Time is a precious resource, which a lot of people lack. Few people get to start an enterprise full-time. It’s likely that you have a job, or family, or other life commitments that you must work around.

It can be difficult to find the time to work properly on a project, every week. It can also be difficult to be available at specific times when you’re needed. For instance, manning the phone or email inbox if you set up a cleaning company.

With a partnership, there is someone else who can help fill in those time gaps. They can work when you are not working. They can do those tasks that you

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don't have time for.

CASE STUDY

Canonbury Publishing

A good case study is me!

After all, you're probably aware that I am in a business partnership with my wife, Heloise.

In fact, we have worked together for 26 years. Firstly, in a publishing company. Then in 2003 we set up this newsletter from our home. This led to the creation of Canonbury Publishing and all the websites, newsletters, courses and membership sites we've made ever since.

In part, our success comes down to the successful division of roles...

When we first started, I was skilled in copywriting and editing, with a lot of knowledge about business opportunities.

Meanwhile, Heloise was experienced in creating, publishing and marketing information projects,

So we combined these specialities to create *What Really Makes Money*.

But it wasn't just knowledge. We each have different strengths too.

Heloise is very organised and focussed, great at making deals and good at motivating people who work for us.

I am good at lateral thinking, coming up with creative ideas, talking to subscribers and presenting in front of people.

These qualities complement each other really well.

What's special about it is that we get to share in our successes together; to sit and plan the future together; and pick each other up when things don't go so well.

A Partnership Would Suit...

You can work together with someone on almost anything – even things that seem very solitary. For instance, there are even successful author partnerships where two writers work on the same novel.

However, there are some kinds of enterprises in particular that might suit partnerships. This is because they require much broader skill sets, or

because of how much labour is required.

- » **Pop-up shops, cafes and bars** – These businesses require many facets, from the number crunching and paperwork, to the branding and design, to the creation of food and drink, to being out there selling.
- » **Online shop** – An eCommerce business could get a real boost from having two people working on it. Roles include website management, design, branding, email marketing, product sourcing, advertising – as well as all the usual nuts and bolts stuff like accounting.
- » **Creating physical products** – If you're planning to make a physical product to sell, there is a lot to be done, which could benefit from having two or more heads working on it.
- » **Physical services** – Some businesses that have a physical aspect, such as cleaning, gardening, building, couriering, etc., could be started more easily by having one person 'in the office' and another going out and about. On tougher or more urgent jobs you can both pitch in.
- » **Creative** – If one of you is an artist, writer, or performer, you can split the business so that one person creates, while the other person is involved with technology, accounts, organisation and selling.
- » **Agency** – If you're running some kind of agency, where you offer work in a variety of areas, combining forces could broaden what you offer, or allow you to double up on jobs.

How to Operate a Successful Partnership

I've already described the amazing upsides to a partnership, but make no mistake, it's not without disadvantages.

If you leap into a partnership without the right preparation, or knowing the pitfalls in advance, it could become more of a curse than a blessing. The biggest risk is that a break-up in your partnership destroys a perfectly profitable business, and results in emotional and personal pain. It could even end your relationship forever.

So there are some challenges to be aware of before you begin.

Before You Agree to a Partnership

After a potential partner has shown their interest in your project, schedule a meeting. Don't just go to the pub, or have dinner. This needs to be a proper sit-

down discussion, where you can take notes. If you cannot meet face to face, then do this through a video call.

In the meeting, go through every one of the following points, and agree on your answers. Get it written up into a document, and make sure you both sign it and save it somewhere.

- » **Vision** – You need a purpose to your enterprise. A shared vision that will drive you through thick and thin. That means thinking about what your products or services are really for. How is it going to improve lives? What benefit does it have to society, or to a specific industry? What is it you want your products and services to achieve, ultimately? What is it you want to create? If you both have different ideas about this, you're never going to gel as a partnership.
- » **Ethics** – People have different notions of ethics and responsibility when it comes to business. That might include issues such as environmental friendliness of your products, workers' rights in countries where you source materials, the policies you have for refunds, the places you choose to advertise, even the style of advertising. These should be discussed up front so that you know where compromise is possible, and where there are absolute 'no crossing the line' limits for either one of you.
- » **Management style** – If you plan to employ people, you need to think also about your management style. For example, one of you might be a hands-on type who likes close organisation and discipline. The other might be into a more relaxed style where you allow people to manage themselves. This will cause problems further down the line for your employees and between you. So agree on a style of approach that suits both parties.

TIP: To help you with these first three points, create a 'mission statement' for your business idea, with a clear goal and vision, along with guiding principles for running the business that you agree too.

- » **Financial goals** – You need to talk about what financial goal you are aiming for, and in what kind of timescale. For example, of one of you is just doing it for a bit of pocket money, while the other is relying on it for an income, then you are already both at odds in what you want out of this. You don't need to have the same needs in life, but discuss what kind of income the business will need to make to satisfy you both. Then work out if that is feasible, based on the

business idea you are proposing.

- » **Profit share** – When a business finally becomes successful, disputes can occur if you've not already made a solid and detailed agreement. How will the money be divided? You need to make sure that both parties are aware that there will be costs involved, which will eat into your returns. This will avoid disappointment or suspicion the first time a profit is split. That could be anything from heating costs or the home office, broadband and web hosting, through to materials, outsourcing, postage and other costs. You won't know all of these details in advance, but you can estimate and predict.
- » **Salary** – You might want to draw a salary from your business, in which case your partnership agreement should state how much of the profits each party is entitled to.
- » **Expenses and costs** – Work out what these might be, and how you will balance these out so that they are fair. For instance, one partner might be claiming more than another for transport, home office, books or other costs. Decide on what will count as business spending. For example, one of you might be taking the burden of operating the business from your own home, incurring more running costs.
- » **Liabilities** – Not only do you have to share your profits and assets, you also share any business losses should they occur. These might be losses that aren't your fault. Similarly, legal mistakes or debts incurred by your partner will also be shared by you. Make sure this is something you both understand.
- » **Roles and responsibilities** – If you're not clear at the beginning what your respective roles will be, it can cause problems. For instance, if you're a writer and the other person is good with design, it's going to cause problems if they start wanting to write the advertising copy, or if you decide you want to lay out the new website. So decide how you are going to split your responsibilities. To do that, work out what your respective skills, strengths, experiences and interests are. Then divvy up the roles accordingly.

TIP: There may be some elements that neither of you are interested in, or enjoy – for instance, accounts or tech. In which case, don't just pretend these don't exist. One of you will have to take control of it, so best to get it decided now. There maybe a couple of unpopular jobs, so allocate responsibility for these roles fairly, and/or work out how you might be able to outsource them.

Now, this might all sound very formal if you're going into partnership with a friend or family member, but it's necessary. The more clarity and agreement you have up front, the less likelihood of a severe falling out later on. Remember, the success of the project, and even the future of your relationship, is at stake if you get it wrong. Because there will be further challenges when you get up and running.

When You Start Running Your Business...

Even after you've agreed all the fundamentals like goals, money, ethics and responsibilities, there are some pitfalls you need to watch for:

1. PITFALL ONE: Poor Organisation

With two people working on an enterprise, organisation is key. You need to both be aware of what tasks need doing, in what order, and by what deadline. Otherwise you could end up wasting time on unnecessary tasks, or carrying out work that contradicts or undermines what the other is doing.

- » Have at least one face-to-face meeting per week, either in person or using a video call. This allows you to discuss what's coming up, so that you're both clear. Use Zoom, Skype, Soapbox or Microsoft Teams.

- » Use shared online calendars to plan and schedule meetings, tasks and deadlines. This way you can log onto the calendar from wherever you are, and immediately see who is doing what, and when.

Options include:

- ✓ Google Calendar (Android, iOS, Web)
- ✓ Microsoft Outlook Calendar (Android, iOS, macOS, Windows, Web)
- ✓ Calendar.com (Android, iOS, Web)
- ✓ Apple Calendar (iOS, macOS, Web)
- ✓ Fantastical 2 (iOS, macOS)
- ✓ Woven (Android, iOS, macOS, Web, Windows)

- » Sign up to a shared organisational platform that has been specifically designed for collaboration. These allow you to organise and share your notes and research on a cloud that you can access any time. This will keep you constantly aware of what the other person has done. Recommended tools include:

- ✓ **Facebook Workplace** Facebook.com/workplace is where you can manage projects

and share ideas.

- ✓ **Asana.com** Asana is a free tool for up to 15 members with tasks you can link to different team members.
- ✓ **Trello.com** A noticeboard where you can arrange jobs in terms of priority, as well as store completed tasks, useful articles and content.
- ✓ **Slack.com** This is a tool for bringing a team together in a single online space. It is used by a number of big brands such as M&S, Udemy and Ocado.

- » Use cloud computing platforms like Google.com/drive and Dropbox.com which allow you to store content on a cloud and share it with your partner (and vice versa). For instance, if they go and change the wording of a document, it will be there online, so that when you open that document, the changes have been made. You can also try One Drive or WeTransfer.

2. PITFALL 2: Disputes and Arguments

When you work closely with someone every day, there will be times when you fall out. This has to be something you prepare for and carefully manage.

Options include:

- ✓ **Arrange a meeting** – Instead of lashing out, arrange a time to talk. Allow grievances to be aired in a controlled and sensible way so that things don't get personal. Decide on a meeting time, list the points you want raised, then discuss in turn in a logical way.
- ✓ **Compromise** – Differences of opinion are natural, even a good thing, as you should challenge each other if there is something wrong that could damage the business. But at some point you will need to compromise. This takes careful negotiation, but you'll find a middle point.
- ✓ **Do something social together at least once a month** – To reduce the likelihood of disputes, or to reduce their severity, I recommend doing something together that's unrelated to work. That could mean going to the pub, cinema or theatre. Going for a meal. Taking a long country walk. Playing video games. Whatever helps you bond.

Summary

If you struggle with issues like a lack of skill, experience, time or money, a partnership could be the solution for you.

There might be someone in your life right now who has the missing pieces that you need. What's more,

they could be someone you can share your journey with, keeping you motivated and driven towards your goal, making it less lonely, and more fun.

But you need to be careful. Make sure you both agree your roles, responsibilities and liabilities in advance. And only embark on this project if you have a clear, shared vision for what you want out of it.

PROVEN SPORTS BETTING SYSTEMS

Three Classic 'Test of Time' Strategies from a Betting Legend

One of the long-time contributors to this newsletter's sister publication – *What Really Wins Money* – sadly passed away recently.

Patriarch appeared in every issue for at least 15 years!

I remember him once telling me that he had a whole chest full of betting strategies dating back to the 1950s. Many of these have stood the test of time. Classics in their own right.

To celebrate his life I have picked three brilliant Patriarch strategies that you can use this spring and beyond.

STRATEGY ONE: A 30-Year-Old Method that Could Make a 165-Point Profit

This method is around 30 years old.

Originally, it was written down on paper, and sold for £250 by a well-known vendor to a relay agent, or 'pirate' as they were better known.

The pirate would have sold photocopies for a fiver a time. Around 50 sales would cover his costs. But I reckon he'd have sold hundreds.

I love it because it has given me a full year of verified, profitable results.

It will give you around one selection per day and all

you need is the *Racing Post*. What you do is check each race for the criteria below.

There are three possible sections. If the first doesn't match, then move onto the next. Then the next. Pick the one that will give you the most prize money.

Section One

- » There must be 16 or more runners in the race for the horse to qualify as a selection.
- » The horse must be forecast favourite in the *Racing Post* and Placed in the first four on its last run.
- » The horse must be selected by at least five tipsters in the Selection Box.
- » If there are joint qualifiers the selection is the horse ridden by the highest placed jockey in the current jockey tables.
- » If a horse qualifies it is to be Backed Each-Way.
- » If no selection comes from Section One, move on to Section Two.

Section Two

- » There must be eight or more runners in the race for a horse to qualify as a selection in this section. The horse must be amongst the first six in the *Racing Post* betting forecast.
- » Using the Selection Box take the most popular selected horse in the race without the favourite.

More tipsters may tip the forecast favourite but it must be ignored.

- » If two or more horses have the same number of tipsters selecting them, take the horse with the highest price.
- » If still more than one, take the horse with the highest placed jockey in the jockey tables.
- » If this horse is ridden by a jockey who is currently in the top 10 in the *Racing Post* jockey tables it is a selection regardless of its finishing position last time out. But if it is ridden by a jockey not currently amongst the top 10 in the jockey tables, then it must have finished in the first six last time out.
- » If there is a selection Back it Each-Way. If still no selection then move on to Section Three.

Section Three

- » Here there must be at least eight runners in the race. The favourite in the race must be Backed Each-Way provided it has been Backed less than eight times in the Selection Box.
- » If the horse is ridden by a top 10 jockey it is a selection, regardless of its position in its last run.
- » If the horse is ridden by a jockey not currently in the top 10 it must have finished in the first six in its last run.
- » If two qualify, joint favourites, take the horse with the better placed jockey.

That's it!

In all sections there is no bet in the following cases:

- ✓ Races with seven runners or fewer.
- ✓ Races confined to amateurs.
- ✓ Cross Country races.
- ✓ Races with odds-on forecast favourites.

Here are the results I have from well over a year's selections:

170 bets gave 50 winners, a further 51 Placed and 69 were unplaced. Tax had to be paid but, taking that into account, today's profit on the bets would be around 165 points.

The Selection Box is needed for this system, which you can get in the *Racing Post* paper. At RacingPost.com one specific race card provides tips which are from the aforementioned Selection Box. These can be found next to the horse's name.

However, here is a free online site that gives you all the same necessary information. NapChecker.com

STRATEGY TWO: A 6-Pronged Flat Racing Strategy

I know we are still in February but here is something that will work brilliantly during the golden racing months of summer – May, June, July and August.

We'll start with the general rules that apply to all six sections.

1. Flat racing, Turf and All-Weather only.
2. Handicap races only with fields of 7-15 runners. Exclude handicaps for Ladies, Amateurs, Apprentices, Conditional races, Selling Handicaps, Nursery Handicaps and Invitation races.
3. All possible qualifiers must have had at least two races in the current season and the last race must not have been more than 30 days previously.
4. Must not be carrying more than 10 stone.
5. At least 50% of the runners in the race must have an RP rating.
6. Ignore any race where the top RP Rating is for more than two joint runners.

We'll now move on to the first section of the system.

Section 1

- » Qualifier must be top rated on RP ratings.
- » Must be in the first three prices in the betting forecast.
- » Must be in the top four weights with the following restrictions on field size. With 7 declared runners – top weight only. 8 declared runners – top two weights. 9-15 declared runners – top four weights.
- » Must have finished no worse than 5th in both of its last two races.
- » The form figure for the last race must be the same or better than the previous race (e.g. 55, 32, 41, etc) with one exception: form figures 12 are allowed.
- » Top speed best figure and latest one must be the same and not more than 10 points different, either way, from the RP rating.

Section 2

- » Qualifier must be top rated on RP ratings and ridden by a claiming jockey.
- » Must be forecast 1st or 2nd favourite.
- » The last two form figures must be 42, 32, 22 or 12.

Section 3

- » Qualifier must be the only runner in the race that won last time out.
- » Must be forecast 1st or 2nd favourite.
- » The last two form figures must be 41, 31, 21, 11.
- » Must be in the top four ratings on RP ratings.
- » Must be top or joint top rated by Topspeed.

Section 4

- » Qualifier must be a distance winner that won its last race.
- » Forecast 1st or 2nd favourite.
- » In the top three RP ratings.
- » In the top four weights with the following restrictions in field size. With seven declared runners – top weight only. With eight declared runners – top two weights only. With 9-15 declared runners – top four weights.
- » The last form figure must be the same or better than the previous one.
- » Topspeed best figure and latest one must be the same and not more than 10 points different, either way, from the RP rating.
- » If a penalty carrier, penalty must not exceed 7lbs.
- » No bet if ridden by a claiming jockey.

Section 5

- » Must be top weight.
- » Must be top on RP ratings.
- » Must be 1st, 2nd or 3rd forecast favourite.
- » Last form figure must be the same or better than the previous one.
- » Topspeed best figure and latest one must be the same and not more than 10 points different, either way, from the RP rating.
- » If the selection won its last race but is ridden by a claiming jockey today – no bet.

Section 6

- » Must have been 1st or 2nd last time out and no worse than 5th in its previous race.
- » Must be forecast 1st, 2nd or 3rd favourite.
- » Must be in the top four published weights.
- » Must be in the top three RP ratings.
- » Must be in the top two ratings for Topspeed.
- » The Topspeed figure must be equal to or up to 10 points higher than the RP rating.
- » The Topspeed best figure and latest one must not be more than 2 points different.
- » If the selection won its last race but is ridden by

a claiming jockey today – no bet.

In my summer of testing this, there were 42 selections with 29 winners and a level stake profit of about 80 points. The prices were good, with the biggest being 6-1.

STRATEGY THREE: A Blackjack ‘Card Counting’ Method that Gives You the Edge

Before I start, I assume that you know the basic way that blackjack is played?

It's player against the dealer. The idea being to get as near 21 on your card count as you can without going over 21, and so beat the dealer's count.

I'm going to start with a question...

Suppose the two cards you are dealt total 12 – what do you do?

Do you stand or hit?

That is, do you stay with your 12 score or do you try to improve it by asking for another card?

The answer is – it all depends on what the dealer's up-turned card is.

- » If it is a 5 or a 6, then you stand or stick on your 12 count, or on anything higher.
- » When the dealer is showing a card of 2, 3 or 4, then you must stand on a count of 13 or more.
- » When the dealer's card is an ace or a 10 count (that, of course, includes jacks, queens and kings), you should stand on a count of 16 or more.
- » And when the banker has a card counting 7, 8 or 9, you have to hit if you have a count of 16 or less.

If your two cards contain an ace, you are lucky, especially if your second card counts 10, because you have a blackjack and must win, unless the dealer has one also – in which case it is a draw.

But having an ace is known as a 'two-way hand', because it gives you two chances of winning. You can have the ace counting 11 or 1. You must start by having the ace counting 11, and there are different strategies to apply here.

- » When the dealer's shown card is an 8, 9, 10 or ace, using your ace as 11, you must stand on a count of 19 or higher.
- » With the dealer showing a 2, 3, 4, 5, 6 or 7, you should stand on a count of 18 or higher.
- » Using the ace as 11, you mustn't stop till you've

reached 18 or more.
I'll give an example to show this working...
Your two cards are ace and 5.
The dealer's card is a 5.
Using your ace as 11 (which you have to), you must draw a card to add to your count of 16.

You get a 7 and that busts you.

You now use your ace as a 1, making your count 6, so you draw a card and get a 9, making your total 15.

Going back to our original strategies we see that with the dealer having a 5 we have to stand now on our total of 15.

If your two cards are a pair – that is two 2s, two 3s, two 4s, etc – you have the opportunity to split them, to play two hands. But do you?

The advice is:

1. Never split 4s, 5s, 6s or 9s.
2. Always split aces.
3. Always split 8s, unless the dealer has a 9 or

10.

4. Split 7s when dealer has 5, 6 or 7.
5. Always split 10s when dealer has a 5 or 6.
6. Split 2s and 3s when dealer has 2, 3, 4, 5, 6 or 7.

You then play your hand or hands according to our original strategy of standing and hitting.

I'll repeat that strategy here in a form to try to make it easier to follow:

YOUR CARD COUNT	DEALER'S CARD	ACTION TO TAKE
12 or more	5 or 6	Stand
13 or more	2, 3 or 4	Stand
16 or more	ace or 10	Stand
16 or less	7, 8 or 9	Hit
17 or more	Any	Stand

I can't say that following my advice will make you a certain winner, but I will guarantee that it will make you less of a loser!

WhatReallyWinsMoney.co.uk/joinwinstoday

How to Get Set Up and Trading Crypto – a Step-by-Step Guide

Tom Wake – CTA Team

On the 9th February 2011, the value of a single Bitcoin was just \$1.

Fast forward 10 years and that same \$1 Bitcoin is worth over \$48k.

These are incredible pinch-me-I'm-dreaming returns, the likes of which are unparalleled in history.

Just £100 invested in the digital currency back then would be worth a staggering £4.9 million today.

After years spent on the fringes it looks like Bitcoin and cryptos in general are entering the main stream.

Earlier this month Elon Musk's Tesla shocked the financial markets by announcing they had bought up \$1.5 BILLION worth of Bitcoin.

That was quickly followed by news that US banking giant BNY Mellon is launching a new digital assets unit.

Mastercard (with a purchase volume of nearly \$2 trillion) have just announced that they would be supporting select cryptocurrencies by the end of this year.

PayPal have already started introducing this functionality in the US and are working on bringing this to the UK as we speak.

Digital currency and its adoption (and acceptance) is scaling at an unprecedented rate and will be a part of our everyday lives soon.

At this stage it's not a matter of if, but when.

But one of the bugbears of crypto has always been accessibility...

How can ordinary people get hold of it and trade it?

Until relatively recently, the mechanisms for buying and trading it has been somewhat 'challenging' to say the least.

It's never been a problem for the tech geniuses who have helped build and champion the movement... but it has made it tricky for all but the very persistent to buy in and get involved.

(And the very persistent were rewarded very handsomely, with just \$500 invested in Bitcoin just 5 years ago being worth over \$46,000 today.)

The good news is that things have changed significantly.

The space has matured rapidly and it is now MUCH easier to buy, sell and trade crypto, even compared to how things were just two years ago.

However, if you're brand new to all this some elements might not seem terribly obvious at first. In this guide I'll take you through the process step-by-step.

Where to Buy, Sell and Trade Crypto

First off, where do you trade it?

You buy and trade crypto in what are known as 'exchanges'.

Think of exchanges as trading platforms, only these are trading platforms in the truest possible sense.

When you buy crypto from an exchange you really buy it. You're not spread betting it (for example) and the asset actually belongs to you until you decide to trade or sell it.

As you'll see in a moment, the process of trading crypto is very similar to that which you might expect on a Forex trading platform. There are big 'buy' and 'sell' buttons and options to place 'market' or 'limit' orders (more on that in a moment). You can even do margin trading if you're an experienced trader.

These are the 3 crypto exchanges we recommend (and personally use)

- » Binance (Binance.com)
- » Kraken (Kraken.com)
- » Coinbase (Coinbase.com)

Each of these exchanges allow you to deposit and

withdraw GBP (or £) and they are all reputable, long-serving exchanges who take security very seriously.

If you had to choose just one, the platform we'd currently recommend using is Binance.

It might not be the most user-friendly of the options at first glance (Coinbase wins on that front) but it has the highest liquidity, or trading volume. Higher trading volumes means faster trades (as your trades are matched faster).

They also charge low fees for placing trades, at around 0.1% per trade, and have the widest selections of cryptos you can trade with over 278 cryptocurrencies listed.

For the purposes of this guide I'll take you through how to get set-up and trading on Binance.

The first thing to do is set-up your account

Head over to [Binance.com](https://binance.com) and click on the 'Register' button in the navigation bar.

You'll need to fill in your email address and then create a password.

At this point they'll send you an email that you'll need to open and click on to validate your account.

Now it's a case of following the onscreen instructions. I won't go through every single step here, because it's straightforward and they guide you through it, but you will need access to the following:

1. A valid form of ID (e.g. passport or driving licence.)
2. A smartphone or camera so you can take pictures of the above when prompted.
3. A valid mobile phone number.

It's straightforward but can take a little while because they have to perform what are known as KYC checks (or Know Your Customer checks) to satisfy regulations.

They will also prompt you to enable 2FA (or two factor authentication) to make your account more secure. I highly recommend going through these steps because it's easy to use and will help make your account extra safe.

If your trading account grows exponentially and you find you have 5, 6 or 7 sums figures in there, you will want every extra layer of protection you can get.

(Suddenly spending a few extra seconds going through security each time seems worth the effort!)

How to Deposit Money Into Your Binance Account

Now that you have your account set up you'll need to deposit money to trade with.

There are a number of options on Binance.

Log in and look for 'Buy Crypto' in the navigation bar. You can select the currency you want to deposit here (which will automatically be set to GBP, if you are in the UK) and then the two options you will want are either: 'Bank Deposit' or 'Credit/Debit Card'.

I recommend using the bank deposit option because you'll pay zero fees and it's usually quick to enter your account. Your very first deposit can take a day or two to clear but usually it's much faster and will be in your account in less than an hour.

Make sure you select the 'Faster Payments' option and enter the amount you want to deposit.

It'll then tell you that the transfer is processed by Clear Junction. Click through and confirm and it will list a box of payment details. This box contains the Payee name, sort code, account number and crucially the reference code.

Making the deposit is simply a case of using your bank's online banking facility – just as if you were paying a friend or a business.

One thing that you absolutely must remember to include is the reference code that they show you and obviously do make sure the payment amount matches the amount you entered earlier.

Top tip: When entering your payment amount avoid round numbers. Instead of £1,000, for example, enter £977.31. Round numbers always seemed to get flagged by banks as being 'suspicious' and if they get manually checked it may delay your deposit going through. From personal experience this has meant some deposits taking 6 hours plus to clear on a deposit that would normally take under an hour.

Bear in mind: Some banks, like Santander, don't currently support crypto and will prevent you making deposits on cryptocurrency exchanges. Others are happy for you to make deposits but may call you to do a security check when you try to do so. I've had the latter happen when depositing recently with NatWest and when prompted I just explained to the person at the other end of the phone that I was depositing money into my trading account.

I don't know why certain banks make it difficult.

It may be that they have an antiquated view or that they see cryptocurrencies as a competitor and want to shut them out. This is improving, gradually, but if your bank doesn't accept it don't be put off, there are plenty of others that do.

At the time of writing the following banks are crypto friendly: Barclays, RBS, NatWest, Nationwide, TSB, Revolut.

The following are not currently crypto friendly: Lloyds, HSBC, Starling, Capital One, Santander.

This is not an exhaustive list and there will be others. The easiest way to check is to Google the name of your bank along with 'accept crypto deposits'. Alternatively you can contact your bank directly and check with them.

By this stage, hopefully, you will have successfully deposited money into your account.

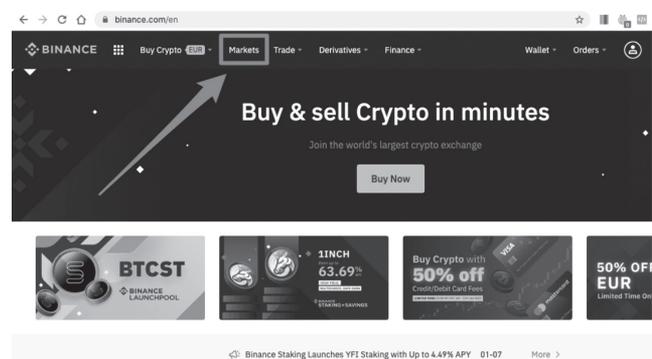
Now let's look at how to buy and trade crypto.

How to Trade Crypto on Binance

To trade a cryptocurrency on Binance here's what to do.

Step 1:

Log into Binance and click on 'Markets' in the navigation bar (see screenshot):



Step 2:

Now type in the cryptocurrency you want to acquire followed by the currency you are going to trade it for in the search bar.

Note: There are different market pairings on offer. The two largest cryptocurrencies, Bitcoin and Ethereum, have the most market pairings and they can be traded for pounds, dollars, as well as many other cryptocurrencies.

For this walkthrough let's say you are looking to buy some Ethereum with the £ you have deposited in your Binance account.

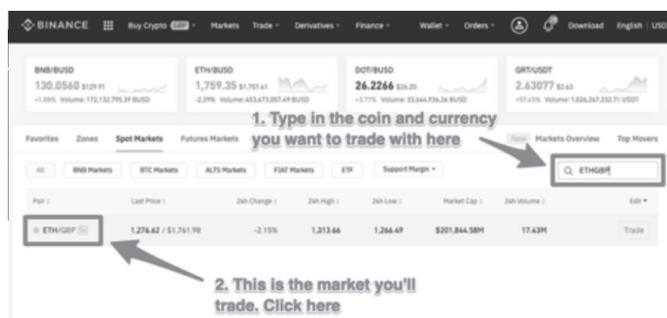
To do this you type into the search box the ticker name for Ethereum followed by the shorthand for £ so that Binance can locate the correct market for you.

Tip: The easiest way to find the ticker names of the different cryptocurrencies is to head to [www.CoinGecko.com](http://www.coin Gecko.com) and then in the search bar type in the name of the one you are after (e.g. Ethereum). It'll auto-populate the result with the ticker name next to it.

Ethereum is known as ETH.

£ is known as GBP.

So you simply search for ETHGBP, as in the screenshot below:



As you type this in you'll immediately see the search results whittling down in the section below.

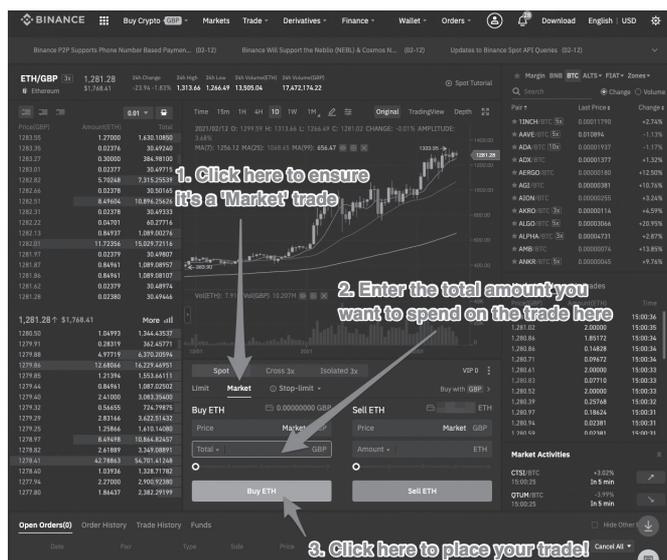
If you were looking to trade Bitcoin, you would type: BTCGBP instead (Bitcoin is known as BTC).

So now let's click on the market that's come up in the search results.

This takes us to the trading area...

Step 3:

The following screen will now appear:



There are two ways to place a trade.

You can place a 'Limit' order which means you specify the price you want the trade to trigger at, and it will only trade if it hits that price.

(For example: I want to buy £1,000 of ETH... but only if ETH hits X price. If ETH does hit X, the trade will trigger.)

Or you can place a 'Market' trade. This will trigger the trade instantly at the current price of ETH as offered by the market.

This is what you can see in the screenshot above. The total box is where you enter how much of your £ you want to trade.

By placing a market trade I know that it will execute right away and I won't have to wait for the price to hit a specified target.

Once you've entered your total spend in the box provided, hit the green 'Buy' button and that's it, you've placed your first trade!

If, in the future, you want to sell the crypto you've acquired you go to the same page and use the 'Sell' area to the right.

It's exactly the same market and the same process, you just specify what you are selling instead.

In the next issue we're going to look at some of the top crypto picks our expert believes could have the potential for exponential growth over the coming months.

In the meantime, if you're interested in finding out more about trading crypto – and from someone who has literally made millions trading these markets since 2013 – then you don't have to wait long, because here's something you can do right away.

Michael Mac of the *Crypto Traders' Academy* has put together a free crypto trading masterclass for you.

You can access it here: CryptoTradersAcademy.com/wrmm

If, after watching the masterclass, you'd like to become a member of the academy you'll have the opportunity to try it risk-free for 30 days.

Members get access to video tutorials, weekly updates, Michael's trading picks as well as access to his trading portfolio so you can copy his moves. There's also a friendly member Facebook group where you can chat with the team and fellow members. As a *WRMM* member I've also arranged for you to have an exclusive discount.