

## HOW TO AVOID SCAMS

- Never tell anyone the size of your bitcoin stack & don't respond to random DMs.
- **NEVER EVER, EVER** enter your seed phrase anywhere online.
- **NEVER** take a photo or screenshot of it either.
- Don't respond to any phone call, email or social media chat offering support of any kind.
- Don't click on ANY links in texts, email or social media chats.
- If you think they might be legitimate, call/ email the company directly.
- If it sounds too good to be true it is!
- Make passwords a minimum of 16 characters & a mix of upper/lower case/numbers/symbols.
- Use non-SMS methods of 2FA.
- Don't trust, **VERIFY!**

### This brochure is just a beginning ...

Learn about Lightning, bitcoin mining, how transactions work, and more, plus find excellent high-signal resources in:

### *The Simplest Bitcoin Book Ever Written*

by Keysa Luna

Available in English, Spanish & BR Portuguese

**FREE DOWNLOAD**

[www.thesimplestbitcoinbook.net](http://www.thesimplestbitcoinbook.net)  
or scan the QR code:



## DEBUNKING FUD

Fear, Uncertainty & Doubt

- 🔗 **BITCOIN USES TOO MUCH ENERGY**
  - The energy bitcoin uses is essential to secure the network, which is vital for a stable monetary system.
  - Bitcoin mining supports grid stability and incentivizes renewable energy buildout.
- 🔗 **BITCOIN IS A PONZI**
  - This is false, since no one is promising a return on your investment, there is no leader, CEO or promotions team, and there was no pre-mine.
- 🔗 **BITCOIN IS USED BY CRIMINALS**
  - So is fiat. In fact, bitcoin is used for **less than 2%** of global criminal activity.
- 🔗 **BITCOIN HAS NO INTRINSIC VALUE**
  - Neither does the dollar.
  - Bitcoin's value comes from its verified scarcity, censorship resistance, decentralization, immutability & rapidly growing peer-to-peer network.
- 🔗 **YOU CAN'T TOUCH A BITCOIN**
  - This is a feature, not a bug.
  - It is what makes bitcoin unconfiscatable.
- 🔗 **BITCOIN IS TOO VOLATILE**
  - It currently has a 2 trillion USD value in a global fiat world of over 900 trillion USD.
  - The lifeboat will stabilize over time. It's still early!

MORE ON DEBUNKING FUD AT:  
[Endthefud.org](http://Endthefud.org)  
[Bitcoinmythbusters.org](http://Bitcoinmythbusters.org)

# SIMPLEST **bitcoin** EDUCATION

- 🔗 Bitcoin is a **digital network** and an **asset** that anyone can use today as both a medium of exchange and a store of value.
- 🔗 You **do not not need anyone's permission** to buy or use bitcoin.
- 🔗 It is a **peer-to-peer** (P2P) network with no middlemen.
- 🔗 It is **decentralized** in both issuance and operation.
- 🔗 Bitcoin is **not controlled** by any institution or government, and there is no CEO.

**NOT FINANCIAL ADVICE  
DO YOUR OWN RESEARCH**

  
**SIMPLEST  
BITCOIN EDU**  
[simplestbitcoinedu.com](http://simplestbitcoinedu.com)

# WHAT IS bitcoin

Bitcoin is sound, digital money that is:


**Scarce** - Hard capped supply


**Decentralized** - No central control


**Immutable** - Ledger can't be changed


**Censorship resistant** - Can't be stopped


**Easy to verify** - Simple to authenticate


 At its core, Bitcoin is a software protocol that is run voluntarily on thousands of computers globally, called nodes.

 Anyone can run a bitcoin node!

 Specialized nodes (**miners**) do extra work, called mining or hashing.

 When a bitcoin block is mined, the users' transactions are validated and **new bitcoins are issued** and paid to the miner for their work.

 The nodes, miners & users together create the Bitcoin Network.

 Bitcoin has rules, not rulers, and the **rules are the same for everyone!**


Sound Money Properties Comparison Chart

PROPERTIES OF SOUND MONEY	BITCOIN	CRYPTO	GOLD	FIAT - Digital	FIAT - Cash
Truly Scarce/Hard Cap Supply	Green	Yellow	Yellow	Yellow	Yellow
Portable	Green	Yellow	Yellow	Yellow	Yellow
Durable	Green	Yellow	Yellow	Yellow	Yellow
Divisible	Green	Yellow	Yellow	Yellow	Yellow
Fungible - Units interchangeable	Green	Yellow	Yellow	Yellow	Yellow
Secure - Can't be counterfeited	Green	Yellow	Yellow	Yellow	Yellow
Neutral - Issued by code, not govt	Green	Red	Yellow	Yellow	Yellow
High Velocity Globally	Green	Yellow	Yellow	Yellow	Yellow
Easily Verifiable	Green	Yellow	Yellow	Yellow	Yellow
Easily Verifiable Supply	Green	Yellow	Yellow	Yellow	Yellow
Easy to transact	Green	Yellow	Yellow	Yellow	Yellow
Decentralized	Green	Red	Yellow	Yellow	Yellow
Trustless	Green	Red	Yellow	Yellow	Yellow
Permissionless	Green	Yellow	Yellow	Yellow	Yellow
Censorship Resistant	Green	Yellow	Yellow	Yellow	Yellow
Immutable/Incorruptible	Green	Red	Yellow	Yellow	Yellow
Disinflationary>Deflationary	Green	Red	Yellow	Yellow	Yellow
Provides Settlement Finality	Green	Yellow	Yellow	Yellow	Yellow
Peer-to-Peer - P2P	Green	Yellow	Yellow	Yellow	Yellow


Note: This is a general overview, there are nuances not addressable in a chart.





# WHY DO WE NEED IT?

 We need bitcoin because the inflationary, debt-based, central bank fiat monetary system is at the root of most of the world's major problems.

 This system is broken (always has been).


 It is not sustainable (never has been).


 There is no way to fix it (never will be).


 Inflation is theft. The value of your time is stolen when you save it in a currency that is manipulated, inflated and debased. **Example:**  
In 1971, the cost of a house = 2.5 times an average annual salary.


In 2024, the cost of a house = 8.6 times an average annual salary.

# HOW TO GET bitcoin

 **Buy it: Peer-to-peer** - Robosats, Bisq, Azteco Exchange - Strike, River, Unchained


 **Earn it:** Ask to be paid for your work in it.


 **Mine it:** While anyone can mine, be sure to do your research first!

 **Receive it as a gift:** Lucky you!

 **Win it:** Play online games that offer sats.

# bitcoin CUSTODY

 **Self-Custody - Recommended:** You hold your own keys. You are in full control of your bitcoin, and you are responsible for securing it.


 **Custodial - NOT recommended:** An exchange or wallet custodies your bitcoin. You do not hold the keys, you only have an IOU. If they get hacked or go out of business, you lose your bitcoin.

NOT YOUR KEYS, NOT YOUR COINS


# SELF-CUSTODY OPTIONS FOR INDIVIDUALS


CRITERIA	Wallet Type	Dedicated Computer	Dedicated Server	Steel/Paper Backup	Own Node	Singlesig/ Multisig
Low % of Net Worth	Mobile, Desktop or Cold Storage	Optional	Optional	Steel or Paper x2 Hidden Separately	Recommend but optional	Singlesig
Medium/ High% of Net Worth	Cold Storage Hardware	Yes	Yes	Steel x2 Hidden Separately	Yes	Singlesig w/ Passphrase or Multisig

This chart offers a broad overview. Please do your own research to further understand the options presented.


 Collaborative custody is another option - DYOR

# bitcoin WALLETS


 **Hot (Mobile):** A hot wallet is an **online app** on your phone or computer. It is useful as a spending wallet. Only keep in it what you would keep in a cash wallet. Choose self-custodial & bitcoin-only Eg: Blue wallet, Sparrow, Aqua, Zeus


 **Cold (Hardware):** A cold wallet is an **offline hardware** device. This is your deep savings account where you keep the majority of your bitcoin for the long term. Always self-custodial. Choose bitcoin-only & only buy NEW and direct from the manufacturer. **Examples:** Coldcard, Foundation Passport, Jade wallet, Seedsigner


# HOW TO SECURE IT

 When you set up your bitcoin wallet, it will generate 12 or 24 words as a **seed phrase**.

 1) Write them down 2) Make two copies 3) Hide them separately and **\*very securely\***.

 Ideally, **stamp your seed phrase into metal**.

 **REMEMBER: These words ARE your bitcoin!**  
Anyone who has these words has your bitcoin!

 Re-evaluate and verify your setup every 6 months.