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Original:

<https://www.btcc.com/en-US/academy/research-analysis/three-secrets-all-investors-must-know-before-investing-in-crypto>

Three Secrets All Investors Must Know Before Investing in Crypto

Due to the emergency of cryptocurrencies, a seismic shift is undergoing in the financial landscape, offering unique investment opportunities. Undoubtedly, they have great potential to disrupt the traditional financial system at every level, from personal finance to the economy as a whole.

However, every investors should keep in mind that investing in cryptocurrencies is quite different from investing in traditional stocks as it requires to navigate a landscape that combines every aspect of stocks with cutting-edge technology. In this article, we will list three significant things that all investors must know before investing in crypto, thus helping investors construct a successful portfolio and capitalize on the unique opportunities offered by cryptocurrencies.



BTCC offers over 300 virtual currency contracts with leverage up to 225X. If you are interested, please sign up for [BTCC](#) to start your trading journey.

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Best Time to Buy is When Things Look the Most Grim

We have experienced a rather uneventful week in the crypto market as most cryptocurrencies experienced a downward trend, Bitcoin and other major coins and tokens struggled to make significant gains. This grim period may posts a good investment opportunities as investing during bearish periods can lead to substantial gains.

Making the decision to invest when the sentiment is bearish and the outlook appears most bleak may may help you obtain generous return. However, this is not easy as this investment concept requires conviction and contrarian thinking.

It is not difficult to find that one of the biggest challenges for investors when investing in cryptocurrencies is not getting caught up in the hype. The crypto market is quite volatile, however, if you have a full understanding of the influence of a herd mentality on market sentiment and acknowledging your personal behavioral bias, you may have greater confidence to invest in grim period.

Warren Buffet once said: “Be fearful when others are greedy and greedy when others are fearful.” This advice is still applicable despite its lukewarm stance. By sticking to this, investors may find it’s not a overwhelming task to get caught up in the hype.

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Fewer Choices, Greater Rewards

In crypto market, Bitcoin’s dominance over the market is undeniable. Despite the large number of all kinds of cryptocurrencies, most cryptocurrencies will likely fail to outperform Bitcoin over the long haul. Any Bitcoin-related dynamic or event usually exerts huge potential influence on other coins, demonstrating Bitcoin’s unbeatable status.

Every investor can decide how many cryptocurrencies they want in their portfolio. But it’s worth knowing that you could spread yourself too thin. When you spread your money across dozens of cryptocurrencies, your portfolio is actually getting exposed to significant risk. Therefore, the second

thing you must know is fewer choices, greater rewards.

In a bull market, all coins may show upward trend. However, in the long run, most cryptocurrencies fade to worthlessness. We advise you to make fewer choices. Specifically, in your cryptocurrency portfolio, Bitcoin should form the core to minimize risk and maximize returns.

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Empower Yourself with Knowledge

Cryptocurrencies' potential of high return may be quite attractive. However, unlike stock investment, whose investors can benefit from a plethora of data and information on a company's finances at their fingertips, cryptocurrencies operate in a more obscure realm and are quite volatile in nature, posing a great challenge to investors.

Therefore, the third thing you must keep in mind is to empower yourself with knowledge. Understanding the basic knowledge of cryptocurrencies is essential to make informed investment decisions. This requires you to do your own research, such as tokenomics, consensus mechanisms, network functionality, and more, thus helping you analyze a cryptocurrency's potential and make the right decision.

Of most importance, empowering yourself with enough knowledge can give you more confidence to deal with market fluctuations. Especially when the industry enters a bear market, you'll be able to operate with the bigger picture in mind and capitalize on opportunities where the fundamentals of a cryptocurrency hold more potential than the current market price.

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Conclusion

In conclusion, before investing in crypto, keep the three secrets in mind:

- The best time to buy is when things look the most grim
- Fewer choices, greater rewards
- Empower yourself with knowledge

By following these strategies, investors can navigate the volatile crypto market with great confidence and capture the long-term opportunities.

Besides, investors are advised to take a comprehensive approach to evaluate their personal risk

appetite, investment goals, and portfolio diversification before making any investment decision, so as to obtain a personal understanding of what they wish to achieve.

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How to Choose a Best Crypto Exchange for Your Crypto Trading?

As more and more crypto exchanges emerge due to the rapid development of digit assets, investors may be confused when deciding between several crypto exchanges with similar benefits and features, especially for novice investors. What may investors need to consider when choosing a best crypto exchange? The following sets forth the key variables to assess the quality of each crypto exchange platform:

Security

Despite huge potential of high return and rewards, cryptocurrency trading comes with a certain level of risk due to various factors, such as high volatility associated with cryptocurrencies, the lack of regulation, cybersecurity risks, hacking incidents, etc. Thus, whether you are a newcomer or an advanced trader, security must be in your top priority

Fee

Even though it is much likely that you may get huge return from crypto tradings, your return might be significantly reduced if you choose a crypto exchange with high trading costs and all kinds of hidden fees. Therefore, it is much necessary for you to evaluate how much commission you provide to your crypto exchange when you buy and sell crypto.

Selection of supported cryptocurrencies

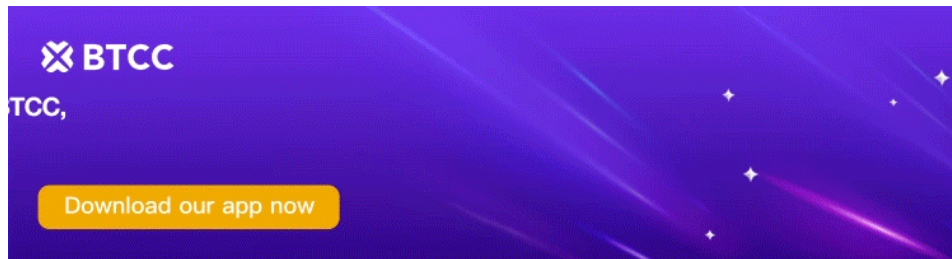
The third point that traders need to think about is whether the exchange can offer a large range of cryptocurrencies for your selection. In different countries, some exchanges may only offer very limited cryptocurrencies for trade, which greatly hits investors' trading selection and service experience.

Interface

In terms of interface, it is also an important point traders need to attach great importance to, especially for newcomers. A intuitive interface usually means simpler and more convenient trading procedures, and better trading experience. For beginners, a user-friendly interface can greatly reduce their time cost for learning.

Customer service

Last but not least, whether an exchange can offer satisfying customer service is also important. When traders are confused or meet emergency, timely customer service is much needed. Some exchanges enjoy good reputation in terms of customer service as they provide all kinds of service methods like 24/7 Live Chat support.



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How to Trade Futures on BTCC?

BTCC offers Perpetual Futures contracts with leverage up to 225x, you can buy over 300 cryptocurrencies on BTCC at the most competitive price and highest security.



The following sets forth the guidance for trading futures on cryptocurrency exchange BTCC:

Step One: go to the [BTCC homepage](#) and log in to your BTCC account. If you do not have an account, you need to register first.

Step Two: on the BTCC official homepage, choose "Deposit" > "Fiat Deposit", and then fund your account.

Step Three: go back to the BTCC official homepage, choose "Futures" - "USDT-M Perpetual Futures Contract", and find the crypto trading pair.

Step Four: choose the contract trading order type. BTCC contract orders are divided into market orders, limit orders and SL/TP orders.

- **Market Order:** users place orders at the best price in the current market to achieve fast trading.
- **Limit Order:** Limit orders are a type of order to buy or sell futures at a price more favourable than the market price. When you buy at a price lower than the market price or sell at a price higher than the market price, the order will be in the form of a limit order.
- **SL/TP Order:** SL/TP orders are a type of order to buy or sell futures at a price less favourable than the market price. When you buy at a price higher than the market price or sell at a price lower than the market price, the order will be in the form of a SL/TP order.

Step Five: adjust the leverage multiple.

Please keep in mind that operating leverage carries the risk of liquidation. Leverage should be adjusted based on your financial status and risk tolerance.

Step Six: choose the lot size and set the SL/TP price .

Step Seven: after setting the basic data information, users can choose to buy (open long) or sell (open short) after entering their ideal price. Traders should remind that the price cannot be higher or lower than the highest buying price or lowest selling price of the platform.

Step Eight: click the buy or sell button, and the crypto futures contract order is completed.

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Why we recommend you to start your trading journey from BTCC sets as below:

Industry-leading security

BTCC attaches great importance on security. Since founded in 2011, BTCC has never been hacked or been a victim of any other kind of successful malicious attack, which fully illustrates its security

capabilities. Through measures like segregation of assets, 1:1 storage of users' assets, money laundering prevention and identity authentication and no collateralising tokens for loans, BTCC enjoys good reputation in asset security.

High Liquidity & Volume

BTCC is ranked top 10 by trading volume on both CoinMarketCap and CoinGecko, the world's two largest crypto information platforms. BTCC prides itself on providing crypto futures trading services to users worldwide with market-leading liquidity, offering perpetual futures on over 100 cryptocurrencies, including BTC, ETH, DOGE, LTC, SOL, XRP, SHIB, etc.

Extremely low fees

Charging high fees means less return for investors. Compared with other major exchanges, BTCC only charges 0.06% for both takers and makers, which are far below the industry average. According to the largest and most recent empirical study on crypto exchange trading fees, the average spot trading taker fee is 0.2294% and the maker fee is 0.1854%.

High and rich rewards

BTCC holds all kinds of campaigns where investors can participate to win exciting rewards. For example, new users can get rewards up to 10,055 USDT coupon through completing relevant missions, like registration, identity verification, first deposits, cumulative futures trading volume, etc. Besides, becoming VIP also can enjoy rewards like VIP-exclusive perks, including discounts on trading fees, access to exclusive campaigns, BTCC merch, priority customer support, fast withdrawal, and many more.

Large and flexible funding options

In addition to the major digital currencies like BTC, ETH, BCH, LINK, LTC, ADA, DOT, EOS, XRP, and UNI, investors can also trade DASH, DOGE, SHIB, FIL, XLM, XMR, GRT, RNDR, EGLD, and KLAY on BTCC. BTCC offers flexible leverage up to 150x across daily and perpetual contract types, supporting a wide range of popular trading pairs such as BTC/USDT, ETH/USDT, ADA/USDT.

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