BASE CAMP TRADING

FREE BEGINNER'S GUIDE

CRYPTO · STEP BY STEP

Simple Crypto Trading for Beginners

Learn how to trade crypto the smart, simple way, step by step.





Drew Day
20+yearsbuilding quantitative trading tools

TREND CRASH CHOP

ABOUT THE AUTHOR

Drew Day

Drew Day has spent more than 20 years building quantitative investing and trading tools for hedge funds and a world-renowned trading research firm. He worked his way up from intern to running one of the most prestigious trading research firms in the world, and has been part of uncovering some of the most game-changing trends in the history of the financial markets.

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No representation is being made that the use of this strategy or any system or trading methodology will generate profits. Past performance is not necessarily indicative of future results. There is substantial risk of loss associated with trading securities and options on equities. Only risk capital should be used to trade. Trading securities is not suitable for all investors.

CHAPTER 01

Start Here

If you've ever looked at a crypto chart and felt like you were reading a language you never learned, this guide is for you.

Not because you're behind. Because almost nobody ever explains this properly. They either drown you in jargon or they tell you to "just buy Bitcoin and wait."

> **Neither one is a strategy.**

In the next twenty minutes you'll understand:

- **How crypto trading actually works** — the mechanics, in plain English
- **How to start trading today** — without a crypto wallet
- **Why crypto is my #1 trend for 2027**, and why buying and holding isn't the way to play it
- **The one strategy that works** whether crypto soars, crashes, or chops sideways

Let's get into it.

CHAPTER 02

How Crypto Trading Actually Works

The thing nobody tells beginners

When people say "trade crypto," they usually mean one thing: buy a coin, hope it goes up, then sell it.

That's not trading. That's waiting with extra steps.

Real trading comes down to a single question:

> **Is this market trending, or is it chopping?**

That's it. Every decision you make flows from that one read.

A Trend

A market moves in one direction with conviction. Higher highs, higher lows. Momentum that carries.

Chop

A market moves sideways. No direction. It grinds up, grinds down, and takes your patience along for the ride.

WHY THIS MATTERS SO MUCH IN CRYPTO

Crypto is the most trend-driven market on earth — and it's also the one that spends the most time chopping. That combination is what makes it both the biggest opportunity available to a regular person and the graveyard where most of them lose money.

Why crypto moves the way it does

Crypto's moves aren't random. They come in a rhythm, and once you see it, you can't unsee it. There are four phases, and they always come in the same order:

01

The run-up

Prices climb, accelerate, then go parabolic. Nobody thinks it will end.

02

The crash

It ends violently. BTC and ETH have fallen 70–80%; smaller coins 90%+.

03

The base

Months of sideways chop. Most people give up — which sets up the next move.

04

The build

Momentum quietly returns. Volume picks up. The next run begins.

Then it starts over — always in the same order.

The four-year rhythm

Here's the part that should get your attention. First, the mechanism — because there is an actual clock behind this, and it's mechanical... not mystical.

> **EVERY FOUR YEARS, THE SUPPLY OF NEW BITCOIN GETS CUT IN HALF**
>
> It's called **the halving**. Bitcoin was designed so that new coins enter the system at a predictable, slowing rate — and roughly every 210,000 blocks, which works out to about four years, the reward paid to the people who produce new Bitcoin is cut in half.

That matters because crypto is priced by supply and demand, like anything else. Cut the flow of new supply in half while demand holds steady, and price pressure builds. So far, that supply shock has come right before every major run in this market:

HALVING	NEW SUPPLY CUT TO	THE RUN THAT FOLLOWED
November 2012	25 BTC per block	The 2013 parabolic run
July 2016	12.5 BTC per block	The 2017 parabolic run
May 2020	6.25 BTC per block	The 2021 parabolic run
April 2024	3.125 BTC per block	**The one that hasn't arrived yet**

So look at the years those runs landed:



Do the math. That's every four years, like clockwork. Which means 2025 should have been the next one.

It never came. Instead we got the crash, and then the chop — the same two phases that have always come before the next run.

So the cycle didn't break. It stretched.

And if the pattern holds, that doesn't mean the move is off. It means it's overdue.

> ⚠ **NO PROMISES**
>
> I can't promise you that 2027 will bring a parabolic run in crypto. Nobody can. What I can tell you is that the setup we're in right now is the same setup that has come before every major crypto move so far.

CHAPTER 03

How You Can Trade Crypto

First: you can trade the coins themselves

Most beginners think trading crypto means opening an exchange account, buying a hardware wallet, moving coins around, and learning an entirely separate ecosystem. You can do it that way. But you don't have to — and there are two ways to take a position in the coins themselves.

ROUTE 1

On a crypto exchange

The most direct route. Companies like Coinbase and Kraken let you buy Bitcoin, Ethereum and hundreds of other coins directly. You open an account, fund it, and buy. If you want, you can move the coins to your own wallet and hold the keys yourself.

This is the closest thing to owning crypto outright, and it's simpler than it used to be. It is also a separate account, a separate tax form, and a separate set of security habits to learn.

ROUTE 2

Through a Bitcoin or Ethereum ETF

In your regular brokerage account. Spot Bitcoin and Ethereum ETFs now trade on major U.S. exchanges, which means you can buy crypto exposure through the same account you already use for stocks.

No exchange. No wallet. No seed phrase. No new ecosystem to learn. It behaves like any other ticker in your portfolio and shows up on the same statement.

WHAT BOTH ROUTES GIVE YOU

A position that profits when crypto rises. Neither one has an expiry date, and neither one loses value simply because time passes. That's the appeal of owning the coin — it's the simplest way to ride a trend.

Second: you can trade options on crypto

This is the layer most crypto traders never touch, and it's where the flexibility comes from.

01 **Options on the Bitcoin and Ethereum ETFs**

Listed options trade on the spot Bitcoin and Ethereum ETFs. You can take a position on Bitcoin's next move without owning a single coin — and without ever touching a crypto exchange.

02

Options on crypto stocks

Companies like Coinbase and Strategy (formerly MicroStrategy) are, for practical purposes, leveraged bets on crypto. Their options are among the most liquid in the market.

03

The difference that matters

Holding a coin gives you exactly one way to make money: the price has to go up. Options add the other directions — a way to profit when crypto falls, a way to generate income when it goes nowhere, and a way to define your risk before you enter every trade.

☆ Why this matters more than people realize

✓ It's familiar.

Same brokerage. Same statements. Same tax reporting.

It's regulated.

Exchange-listed, U.S.-regulated products — a very different experience from an offshore exchange.

Start with either one.

Want the simplest possible exposure? Buy the coin or the ETF and own it. Want the flexibility? Add the options layer on top.

Tools coins never can.

A coin only pays when price rises. Options pay in every market — and that's the foundation of the strategy ahead.

CHAPTER 04

Why You Need a Crypto Trading System

Most people don't need a better coin pick. They need a plan. Here are the three things any approach to this market has to deliver:

REQUIREMENT 1

It must give you a plan for the crash

The run-up gets most people in. The crash gets them out. And the cycle starts over without them. If your approach has no answer for a 70%–80% drawdown, it isn't a strategy — it's just hope.

REQUIREMENT 2

It has to work in any market

You don't know in advance whether the next twelve months bring a parabolic run, a crash, or another year of chop. Most approaches only work in one of those. That's a coin flip dressed up as a system.

REQUIREMENT 3

It has to let you define your risk

One bad position should never be able to take you out of the game. Whatever you trade has to have a known, limited downside before you enter.

CHAPTER 05

Why Crypto Is My #1 Trend for 2027

The forces lining up

I've spent more than twenty years building quantitative systems for hedge funds and institutional research firms. I've watched a lot of trends form. I've never seen demand enter a market like this.

Force one: the cycle

Covered above. Four years, and the next one is overdue.

Force two: institutional money — and it's not leaving

The spot Bitcoin ETFs now hold more than $100 billion in assets. BlackRock's iShares Bitcoin ETF alone holds almost $70 billion. And the money kept pouring in through this year's pullback.

That's not speculation. When money that size enters a market, it doesn't leave next week. It builds trends — the kind you can watch forming.

Force three: corporations are locking supply away

The company called Strategy now holds 848,000 Bitcoin — roughly 4% of every Bitcoin that will ever exist. They added about $10 billion more since February, while prices were falling.

Tesla owns 11,509 Bitcoin and hasn't sold a single coin since 2022. Miners like Riot and MARA are holding on their balance sheets. They aren't trading it. They're locking it away. Supply like that doesn't come back to the market.

Force four: sovereigns are moving in

El Salvador has been stacking since 2021. New Hampshire, Arizona and Texas have passed laws creating their own Bitcoin reserves — Texas became the first state to actually buy.

And in March 2025, the U.S. created a Strategic Bitcoin Reserve. It already holds roughly 328,000 Bitcoin — coins the government already owned. The moment it starts buying with new money, an entirely new class of demand enters at once.

$100B+
held by spot Bitcoin ETFs

848K
BTC held by Strategy — ~4% of all Bitcoin ever

328K
BTC in the U.S. Strategic Bitcoin Reserve

Forces converging on one market

FORCE	WHAT IT'S DOING	WHY IT MATTERS
The four-year cycle	Crash and chop complete	The setup that has preceded every major move
Bitcoin ETFs	$100B+ under management	Institutional money that doesn't leave next week
Corporate treasuries	848,000 BTC held by Strategy alone	Supply leaving the market permanently
Sovereign reserves	328,000 BTC, with buying not yet started	A new class of demand still ahead

⚠ CHAPTER 06

Why Buy-and-Hold Doesn't Work the Way You Think

Everything above is a case for crypto going higher. And I believe it will.

But here's what nobody selling you crypto wants to tell you: **buy-and-hold doesn't work the way you think it does.**

Look at what these markets actually do year by year. Bitcoin's returns are spectacular — but they're peppered with years where it gave back almost everything it made. Ethereum, same story. BNB, same story. These aren't fringe coins. They're the bellwethers of the entire sector.

CASE STUDY: ETHEREUM SINCE 2020

ENTRY, 2020	PEAK, END OF 2021	TROUGH, 2022
~$166	$4,800+	<$900
Starting point	▲ ~30x in two years	▼ 80%+ of peak erased

A buy-and-hold investor only captured that 30x if they sat through an 80% collapse and never once flinched. That's a huge ask.

⚠ **WHY MOST CRYPTO INVESTORS LOSE MONEY**

Not because they pick bad coins, but because they have no plan for the crash. **The run-up gets them in. The crash gets them out.**

CHAPTER 07

The One Strategy That Works in Every Market

You want the upside of crypto without being destroyed by the downside — and you don't know which market you're going to get.

There are three market conditions and three responses:

WHEN CRYPTO TRENDS

You trade the trend.

Buy the coin or the ETF, ride the bulk of the move, and get out before it reverses. The skill isn't spotting a trend. It's knowing when a real one starts and when it's about to end.

WHEN CRYPTO FALLS

You use options to position for the drop.

This is the piece almost every crypto trader is missing. You cannot profit from a falling market by holding coins. You can with options. This turns a crash from a disaster into an opportunity.

WHEN CRYPTO CHOPS SIDEWAYS

You use options to generate income.

Crypto spends most of its time going nowhere. Most traders sit on their hands and wait. There's a way to get paid during that stretch instead.

Put those three together and something changes. You stop hoping the market goes your way.

- ✓ When it trends, **you ride it.**
- ✓ When it crashes, **you can profit from the fall.**
- ✓ When it chops, **you make that work for you.**

DEFINED RISK ON EVERY TRADE

Because options let you define your risk on every trade, one bad week can't take you out of the game.

Why the strategy matters more than the signal

TRIDENT

An A.I.-powered algorithm that scans the crypto market around the clock

136	~80%	0
trades flagged	profitable	losing years — not even 2022

I built TRIDENT to scan the crypto market around the clock. Over a stretch that included one of the worst crypto crashes in history, it flagged 136 trades and was profitable nearly 80% of the time — with no losing year, not even 2022.

But I'll tell you something I've learned after two decades in this business:

> **An algorithm is only as good as the trader using it.**

If you don't understand why a signal fires — when a market is trending and when it's just chopping — you'll second-guess every trade and bail at exactly the wrong moment. No alert can save you from that. The understanding has to be yours.

> **That's the difference between following a system and owning one.**

CHAPTER 08

In Closing

So just to recap what we talked about here:

01 **Crypto moves in a four-year rhythm — and the next beat is overdue.** The crash and the chop are already behind us.

02 **You don't need a crypto wallet or an exchange.** You can trade Bitcoin and Ethereum ETF options and crypto stock options inside a regular brokerage account.

03 **The forces behind this market are the largest the sector has ever seen** — $100 billion in ETFs, 848,000 Bitcoin locked in corporate treasuries, and a U.S. reserve that hasn't started buying yet.

04 **Buy-and-hold doesn't protect you.** A 30x move that gives back 80% isn't a 30x move.

05 **There's a way to trade crypto in all three markets** — trending, crashing, and chopping — with your risk defined on every trade.

06 **The strategy matters more than the signal.** An algorithm is only as good as the trader using it.

WHAT COMES NEXT

Everything in this guide is the **what** and the **why**. *The **how** is what I teach in Crypto Mastery* — a two-part workshop built around the same research that powers TRIDENT.

WATCH THE VIDEO

Crypto Mastery

The **how** — a two-part workshop built around the same research that powers TRIDENT. Put them together and you have a strategy for whatever this market does.

PART 1

Trend Trading

How to spot a real trend early, ride it for the bulk of the move, and get out before it reverses. How to time entries and exits so you're not the one buying at the top and selling at the bottom. If 2027 brings the run I'm watching for, this is how you ride it.

PART 2

How to Trade Options on Crypto

The piece most crypto traders are missing. How to use options on Bitcoin and Ethereum ETFs and on crypto stocks to profit when crypto falls, generate income when it goes nowhere, and define your risk on every trade.

~~Sells for $697~~

$7

TODAY ONLY

- **Instant access** to the complete two-part Crypto Mastery workshop — watch on your schedule, as many times as you want
- **Part 1: Trend Trading** — the same principles behind TRIDENT
- **Part 2: How to Trade Options on Crypto** — profit when crypto falls, generate income when it goes nowhere, define your risk on every trade
- **The Crypto Trading Mastery Fast Start Guide** — exactly where to begin, what to focus on first, and how to get set up to place your first trades. Even if you've never traded crypto or options before.
- **A full 30-day money-back guarantee.** If you go through it and don't think it's one of the most valuable trading workshops you've ever taken, call my office for a full refund of every cent. No questions asked.

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