

BUILDING A WINNING CRYPTO BULL RUN PORTFOLIO



**CRYPTO
EMPIRE**

THE CRYPTO EMPIRE WAY

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INTRO

With the next Bitcoin halving now just 8 months away, this is the optimal time to set yourself up for success in the next crypto bull market. Of course we have no idea how this next cycle will play out, but we now have 3 previous cycles of data to learn from. If history even somewhat rhythms with the previous cycles then we will all have ample opportunity to crush it in this upcoming bull market. The key to success is preparation.

“Failing to prepare is preparing to fail.” This quote was painted on the walls in my high school weight room and it stays with me to this day 10+ years later. Adequately preparing for the endeavor of your choosing takes almost all of the stress out of it. Proper preparation allows you to remain calm and think critically at all times. So with the next bull run around 8-12 months out, the window to prepare is still open. But it will close so taking action now is a must.

Before we get into the strategy, remember to always think of the big picture. Don't get caught up in the smaller time frame moves. Investors almost always outperform traders. Buying low in the bear market and selling high in the bull market is your greatest chance of life changing wealth from cryptocurrency. No leverage is required for this strategy.

I wish you all the best this market cycle and remember to take a chance on yourself. Never stop learning and striving for more. Don't get discouraged from failure, use it as a lesson and keep on pushing. It all starts with belief. Believe in yourself and feel deep down that you deserve your desired success.

In the end you always get what you deserve. Position yourself for success. Now enough with the pep talk. Let's do this.

Before I get into how I have set up my portfolio, I must first go over some legal disclaimers:

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THE STRATEGY: OVERVIEW

Since its inception, the cryptocurrency market has moved in 4 year market cycles based on Bitcoin's halving. The next BTC halving is on track for late April 2024. What has typically happened in the past cycles is Bitcoin goes on a gigantic run to begin the fresh cycle after the halving, and altcoins follow after BTC makes a new all time high. There will always be outlier altcoins that outperform BTC and the rest of the market at any given point in the cycle but the vast majority of crypto tokens & coins do not have significant price performance until the tail end of the market cycle. It goes without saying that patience is required to see the major gains most desire. Play the long game.

For those who have followed Crypto Empire for a while, you may be familiar with me discussing how one should not have more than 5-10 core altcoin positions. This principle continues to reign true for me, although it does not compromise my entire portfolio. I also own smaller positions that I refer to as "asymmetric bets". This part of my portfolio should be comprehended as Venture Capitalist style where I place small amounts of capital into low market cap projects. These "bet sizes" typically range between \$500-\$3000 and have growth potential of 100x+ with minimal downside.

For my core altcoin positions I like to focus on "newer" projects that have not seen a bull market cycle yet, although not all of my coins fit this criteria.



For example, with Oasis ROSE's strong fundamentals my price targets for this cycle are \$1-\$2 which is 20x-40x the current price. "Newer" projects have significantly less downwards pressure as no underwater bag holders are waiting for price to go up to sell. Also new projects are yet to experience price discovery, which is where most of the gains are to be had in crypto. Community is very important so often the projects without greedy VCs and unbalanced tokenomics giving big allocations to teams/insiders perform better.

When a coin is new, has great tokenomics, a strong community supporting the project, and no bag holders/insiders waiting to dump, it is hard for the coin's price not to increase substantially *even if they don't follow through on their roadmap*. Just be sure to take profits in a strategic manner by scaling out as the price increases. The crash at the end of the cycle will destroy most investors' portfolios because they failed to realize enough profits when the market was over-extended. Don't let this be you. Take the money when the market provides it. You have to make it REAL to change your life financially. Paper profits don't mean anything. Many of my best crypto investments have fizzled out into nothing after increasing 25x-100x in price and never recovered.

One last topic to cover before getting into how I go about picking coins to invest in. You must be comfortable when the market is red. Most people get scared when a big sell off happens in crypto. These are the times of maximum opportunity. The risk reward ratio is best after huge red candles. It is a very interesting phenomenon when the market tanks and we get prices that everyone wanted when the market was green but the majority of speculators become overridden with fear and don't take action. It is very rare that a coin goes up in price right after you buy it, especially in a bear market. Be okay with drawdowns after you buy. Always have the bigger picture in the back of your mind. And I'll say it again, investors almost always outperform traders. Stomach the big red days, use those days to average into your high conviction coins, and simply wait until the bull market to get rewarded. It really is that simple but most let emotions override their decision making. The red days are your new best friend. Welcome them with open arms.

ANALYZING INVESTMENTS



Before we get into how to determine if a coin is a good investment or not I will say that my overall portfolio is likely to change over time. My videos on youtube/tweets are just snapshots from that moment in time and not concrete. The speculation game is dynamic and always changing so if you would like to keep up to date with my portfolio and the moves I am making consider joining the Crypto Empire Premium Discord Group here.

Picking crypto projects to hold in your portfolio is simple, not easy. If it was easy everyone in crypto would be a millionaire already but that is not the case. Let's start by going over general questions to ask yourself when analyzing a project:

- ▶ Is this project solving a problem/bringing value to the market?
- ▶ Has this coin already experienced a full crypto bull market cycle?
- ▶ How has this coin performed over the course of the bear market? (bear market top gainers also tend to be bull market top gainers)
- ▶ Does the coin have utility, built in use cases, or serve an actual purpose?
- ▶ Are the tokenomics designed in a way where price appreciation is possible, or are the tokenomics designed to make the founders/VCs rich? (Look at Ripple selling billions worth of XRP on the open market over the years)
- ▶ Is the team competent/experienced?
- ▶ Is the team working/building, especially in the bear market, to bring the vision of their project to life?
- ▶ Does the team have sufficient capital to sustain a bear market/unforeseen problems?
- ▶ Is the team fully doxxed?
- ▶ Has the project formed strong partnerships that add value to its ecosystem?
- ▶ Is the coin/token audited/been checked for vulnerabilities?
- ▶ Does the project have a strong community? (a strong cult like community is usually formed around the top performing altcoins in the market)

By asking yourself these questions when analyzing a project you should be able to determine whether or not the coin is worth holding. Find the projects designed to appreciate in value. A good sign is if the project had a fair launch without VCs waiting to prey on retail investors. I will say that not all VCs are bad. A coin like ARB is fully controlled by VCs but there are no VC token unlocks until March 2024. The VCs need to work to keep the price high before they start selling.

Watch out for sketchy allocations to teams and insiders as they just want to dump on you. A strong community is very important and usually the coins that don't have sketchy tokenomics have strong communities (VRA, KAS, INJ just to name a few).

It is also very important to familiarize yourself with the sunk cost fallacy. The definition of the sunk cost fallacy is: "the phenomenon whereby a person is reluctant to abandon a strategy or course of action because they have invested heavily in it, even when it is clear that abandonment would be more beneficial." There will be times where you have to cut a position you are invested into. If you see red flags don't think twice about it. Always keep opportunity cost at the fore-front of your mind. Knowing when to cut a loser is important.

The topic of "old coins" is very important when analyzing investments. I classify an old coin as one that has already experienced a full bull market cycle. Most old coins will not recover to their previous all time highs. Picking new projects with a fresh chart tends to give better returns but there are exceptions. It is rare for a coin to be a "multi-cycle winner" but what to look for to identify one is if the coin has been making new highs/outperforming in the bear market while the rest of the market is making new lows (RNDR is one example). Relative strength of a coin's price gives us a lot of valuable information.

It is crucial to understand that nobody can time the market. Projects take off on their own timeline and it is usually impossible to predict. Some projects will be stable in price for years then pull a 200x+ out of nowhere. Having conviction in your investments is crucial because it allows you to wait patiently for the parabolic move. One coin that I see as a slow mover based off of the current price action but has high growth potential is AZERO. Also not being over-exposed is important as it will allow you to sleep well at night. If you have a smaller portfolio (less than \$20k) I would be more focused on lower market cap picks with high growth potential. Mid-caps can still work out very well. If you have a \$25k portfolio you need a 20x to have a \$500k portfolio. Turning \$25k into \$500k is life changing for most people. This is possible and not at all out of reach.

TAKING PROFITS

There is no one-size-fits-all approach to taking profits in the crypto market, but there are general guidelines to follow that will increase your odds of success. A general rule of thumb is that you want to sell nearly 100% of your crypto before the crash (start of the bear market). Another major key is to always keep a moonbag. Even if it is just a few % of your original purchase, that can turn into a big amount by the end of the cycle. I learned this first hand when I bought MANA for \$0.20 in February 2021. By November 2021 MANA was trading for over \$5. I sold my MANA at \$1.50-\$2 on the run up and made good money, but I didn't keep a moonbag. By doing this I left a lot of money on the table.



My best crypto investment ever was buying MATIC at \$0.01 in November 2020. With MATIC I was extremely bullish after the initial pump to \$0.30 and decided I would hold out for \$1 so I didn't sell. MATIC ended up peaking above \$2.50. I sold almost all of my MATIC from \$1-\$1.50 which was a 100x-150x profit. I was delusionally bullish and it worked out because the rest of the market was even more delusional than me. We can get away with these things in a bull market. With where I stand now, working with a larger portfolio than the last cycle, I will be quicker to take initial profits. The lesson here is that if you pick a winner you can get away with waiting to realize gains but there will come a time where you must sell or else you'll give everything back to the market.

The two biggest regrets most investors have is not buying enough of a winner and selling too early (usually because of emotions, although there could be other reasons). When it comes to not buying enough, hindsight is always 20/20.

The worst feeling is owning a coin that goes 30x+ and having only bought a small amount initially. So if you are bullish on an investment and feel good about it, don't be afraid to go in with some size. Obviously be responsible and don't invest more than you can afford, but don't be a little scaredy cat at the same time. This is the real world. Fortune favors the bold.

A few of my best altcoin trades last cycle were from buying a coin on its way up. When an asset is in a strong uptrend and it doesn't seem like it wants to stop pumping you don't have the luxury to be picky about an entry price. It is different in the bear market when things are slow, but when the bull market is underway establishing a position is crucial if the entry price is reasonable. If you wait for lower prices you may not get them and then end up missing the trade altogether.

Now when it comes to selling early, it is obvious why this is commonly the biggest regret in the world of speculation. See my MANA story above for an example. I left a ton of money on the table because I sold too early and didn't keep a moonbag. To prevent this regret, have a plan to ladder out at specific market cap goals (you can use dollar amounts instead of market cap goals, just stick to A plan) and keep a moonbag in case your coin does indeed "go to the moon".



Having a system to take profits is an absolute must. You can lose everything through greed and holding out for "just another 2x". Manage your emotions by sticking to your plan. In the bear market I scale into projects, in the bull market I scale out. As the price of a coin increases I typically wait for a 10x to take out my initials on core positions. I am aggressive in this aspect but for me it does not make sense to sell a core position or asymmetric bet after a 2x. If I sell after a 2x, then what would be a 100x turns into a 50x. This is a lot of gains left on the table.

I recommend to begin scaling out after your investment does a 10x, then have reasonable targets for higher and take profits often. It is so easy to let euphoria cloud your judgment and not sell when you're up huge. This is why most people give everything back to the market. Ladder out with successive targets and when the dust settles and the cycle ends you will have a lot more money than what you started with. This gives you the freedom to live life on your own terms. NO price can be put on freedom, so don't let it slip through your fingers by being a greedy bastard.

Right now we are still early in the crypto cycle. Most normies don't have any interest in buying crypto at the time of me writing this (September 2023). We are early enough where you can definitely secure your future in the next bull market. You of course have to take the right actions, but at the same time you must avoid taking the wrong actions. An example of taking the wrong action is listening to a lot of the "influencers" you see on twitter/youtube talking about coins to buy. They will have 20 different cashtags in their bio and oftentimes these "influencers" have never experienced a 100x. Just be careful of who you listen to is what I am saying. When there are endless "influencers" with large followings and high engagement it may be difficult to spot the snakes, but as you spend more time following the correct people your internal B.S. detector will become more refined. Avoid the snakes and find the real ones, this will increase your chances of success.

HERE IS A THEORETICAL EXAMPLE OF SCALING OUT OF A SUCCESSFUL ALTCOIN POSITION:

- ▶ You buy \$10,000 worth of Bittensor TAO at \$60
- ▶ TAO goes to \$600. Your \$10k position is now worth \$100k. You sell \$20k of TAO and continue to hold \$80k of TAO
- ▶ TAO increases to \$850. Your \$80k is now \$113k. You sell \$30k of TAO and continue to hold \$83k of TAO
- ▶ TAO increases to \$1000. Your \$83k is now \$98k. You sell \$40k worth of TAO and continue to hold \$58k worth of TAO.
- ▶ At this point you have realized a gain of 9x from your investment. \$10k into \$90k realized profit while still holding \$58k worth of TAO. TAO increased 16.6x in price (\$60 to \$1000) and you still have a huge bag relative to where you started even after making \$80k so far on the investment.
- ▶ Keep on repeating the process as the price of TAO increases. As I said earlier there is no concrete method to do this, create one that works for you. This is an example of how I approach realizing profits. It may not be the optimal way to do it but it puts more money in my account than what I started with and allows me to keep making more money as the bull market continues on. If you wish to realize more profit after your investment does its first 10x that is perfectly fine. Just get comfortable scaling out and taking profits often.

THE FUN PART: CREATING YOUR PORTFOLIO

Below is a list of projects that I am bullish on for the 2024-2025 crypto bull market. These coins are listed in no particular order.

New Coins That Have Not Experienced A Bull Market Cycle

- ▶ TAO (AI)
- ▶ AZERO (L1, Enterprise Grade)
- ▶ KAS (L1)
- ▶ CSPR (L1, Enterprise Grade)
- ▶ PRIME (Gaming)
- ▶ ARB (L2)
- ▶ RDNT (DeFi on Arbitrum)
- ▶ CHNG (DeFi)
- ▶ ROUTE (DeFi)
- ▶ SPACE (L2 for Bitcoin)

Coins That Have Experienced 1 Bull Market Cycle But Are Still Worth Holding

- ▶ INJ (L1, DeFi)
- ▶ RNDR (AI, GPU Computing, Revenue Generating Business)
- ▶ AKT (Cloud Computing, AI)
- ▶ ROSE (L1, AI, Privacy)
- ▶ LYX (L1, Founder created the ERC-20 token)
- ▶ VRA (Ad Fraud, Revenue Generating Business)
- ▶ NXRA (RWA, TradFi/DeFi Bridge)
- ▶ NAKA (Gaming)
- ▶ WOO (CEX/DEX)
- ▶ HBAR (L1, Enterprise Grade)

Old Coins That Are Good To Hold For The Long Term

- ▶ BTC (King)
- ▶ ETH (Most Widely Adopted/Most Used Blockchain)
- ▶ LTC (BTC but faster and with private transactions)

If you have a smaller portfolio it probably is not worth it to hold the majors like BTC, ETH, and LTC. Starting with a smaller amount means you should focus on coins with high growth potential. Put most of your capital into Core Positions and then build an asymmetric bet portfolio of low cap coins with very high growth potential. A few hundred dollars spread between asymmetric bets can definitely turn into 5 to 6 figures so don't neglect this part of your portfolio.

Don't feel like you must hold all the coins on this list, although you probably will do well in this run if you do (not financial advice). I created this as a guide for you to work off from. Put in a little elbow grease yourself and create your own investment thesis for what projects are worth holding. You only realistically need 1-2 coins to crush it for you to see immense portfolio growth. Your winners will pay for your losers and then some.



PORTFOLIO EXAMPLES

1. Here is a mock portfolio starting with \$100,000. This portfolio approach is more of a “shotgun” approach where you hold more coins, but concentrate most of your capital into core positions.

- ▶ TAO \$15k
- ▶ KAS \$15k
- ▶ RNDR \$10k
- ▶ AKT \$10k
- ▶ INJ \$10k
- ▶ AZERO \$10k
- ▶ ROSE \$7.5k
- ▶ RIO \$3k
- ▶ ROUTE \$2.5k
- ▶ CHNG \$4k
- ▶ SPACE \$3k
- ▶ VRA \$5k
- ▶ Use the remaining \$5k for asymmetric bets like PRIME, NAKA, NXRA etc

2. Here is a mock portfolio starting again with \$100,000. I am using \$100k for simplicity's sake. Feel free to use the same ratios depending on the amount of capital you personally have to work with. This portfolio focuses mainly on core positions in the strongest “blue chips” and includes smaller exposure to asymmetric bet low cap projects. This portfolio is easier to manage and likely will still deliver exceptional results.

- ▶ TAO \$20k
- ▶ KAS \$20k
- ▶ INJ \$20k
- ▶ RNDR \$20k
- ▶ CHNG \$5k
- ▶ ROUTE \$5k
- ▶ SPACE \$5k
- ▶ RIO \$5k

There is no right or wrong way to create your own portfolio. The most important thing is to have conviction in what you hold. Remember this is an investing strategy so you must be comfortable holding these projects for months to years. This is how long it can take for the market to value your projects in the same light that you do right now while the prices are low. Focus on building your core positions first. Add on red days and continue to average over time. When the market enters into a bull run you will be playing from a position of strength, with zero FOMO. You will be selling your coins and taking profits while the majority are chasing higher prices. They are your exit liquidity. You prepared in the bear market, they didn't. This is why you will win.



CONCLUSION

Your future is 100% solely your responsibility. The financial markets are ever providing and cryptocurrency gives us all an opportunity to make life changing money in a short amount of time. You won't win big if you don't prepare to win big so use these last remaining months of the bear market to build your foundation. I wish you all the best. Be sure to follow me on youtube and twitter for updates and join my private community if you want more access to myself. Let the gains be with you.

Connor from Crypto Empire

ADDITIONAL RESOURCES

Spot Trading Tutorial (For Centralized Exchanges):

https://youtu.be/Dcrl5gng38c?si=l_zMwad_JYwyNMRI

DeFi Wallet & Decentralized Exchange Tutorial:

 [Beginner Crypto Investing Guide To Buying Any Altcoin Token!](#)