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Content & Messages

CONTROL

- Bitcoin is freedom money. It's the only money you truly own and control - no bank, no government, no middleman can freeze it, inflate it, or take it from you.
- For the first time in history, ordinary people can hold wealth that no one else has power over.
- You don't have to go all-in. Plenty of people treat it like any other part of their savings - putting in what they're comfortable with and adjusting from there.
- You decide how much is right for you, even if that's just $10 to start.

SAFETY & PROVEN PERFORMANCE

- Volatility is vitality - it's what economists expect from something still becoming a major global asset.
- Every Bitcoin holder who has held for four years has come out ahead, without exception.
- People who buy and hold through the ups and downs have come out ahead every time - even more than the stock market.

SECURITY

- When you buy Bitcoin through a major U.S. brokerage, it's protected by the same security and compliance rules as the rest of your portfolio.
- Clear federal rules and major financial regulations are in place to protect investors from fraud and theft.
- Major pension funds, Fortune 500 companies, and the largest banks in the world now hold Bitcoin on their balance sheets.
- The institutions managing Americans' retirement savings are already using it.

ACCESS / EASE OF USE

- People who bought Bitcoin at least four years ago are staying way ahead of inflation. The longer you wait, the more inflation eats away at your savings.
- When you buy through major brokerages like Fidelity and Charles Schwab, you get the same customer service you already rely on. Real people, real phone numbers, real help.
- Purchasing Bitcoin directly through an exchange is simpler than most people think.
- There are straightforward, step-by-step guides that walk you through exactly how to buy it, store it safely, and cash out whenever you're ready.

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Common Objections

OBJECTION: "CRYPTO IS FULL OF SCAMS."

- Crypto scams are real, but involve exchanges (which can function like banks) or scammers, not Bitcoin itself.
- When you buy through a major US brokerage, it's covered by the same security and compliance rules that protect investors from fraud and theft.

OBJECTION: "THERE'S NO FDIC. NO SAFETY NET."

- You're right - Bitcoin isn't FDIC-insured. So what safety does it have?
- When you buy through a major brokerage, the same federal security and compliance rules that protect your other investments protect your Bitcoin investment against fraud and theft.

OBJECTION: "IT'S TOO RISKY."

- Bitcoin's price swings can be significant. But that means they can also work in your favor.
- Everyone who has held Bitcoin for four years has come out ahead, without exception.
- You can always start small: with even just $10.

OBJECTION: "IT'S NOT REAL MONEY."

- Bitcoin is real and can be used as money or an investment.
- Just ask the major pension funds, Fortune 500 companies, and the largest banks in the world who hold Bitcoin on their balance sheets.

OBJECTION: "BITCOIN IS THE SAME AS OTHER CRYPTO."

- No, it's not. Bitcoin isn't a company or a startup coin.
- It's the only money you truly own and control - no bank, no government, no middleman can freeze it, inflate it, or take it from you.
- That separates it from all other cryptocurrencies.