



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.