

Making crypto make sense to 400,000 skeptical investors

How a 28-page investor newsletter, sent in print and digital, turned a misunderstood market into the client's leading conversion piece.

2+ years

The leading conversion piece

400K+

Digital and print newsletters sent

28 pages

Of long-form persuasion

5

Objections mapped and answered

THE CLIENT

DeFi Technologies, a publicly traded digital-asset company

WHAT WE DID

A 28-page investor newsletter, delivered in print and digital, introducing the company to traditional investors

THE RESULT

The leading conversion piece for 2+ years, sent to 400,000+ investors

THE CHALLENGE

Nobody buys what they don't understand.

Most traditional investors over 55 didn't understand cryptocurrency, and many didn't trust it. To them it was volatile, technical and full of scams. Our client offered a simple way in: one publicly traded stock giving exposure to a basket of digital assets. The job was to make a complex, suspect market feel clear, credible and safe enough to act on.

THE READER WE WROTE FOR

A traditional investor, 55+

Comfortable with stocks and savings, and wary of anything new.

Curious, but burned out on hype

He'd heard the crypto millionaire stories and assumed they weren't for people like him.

Afraid of three things

Losing money, looking foolish and getting in too late.

Every page was written to that one person.

THE FIVE OBJECTIONS WE HAD TO BEAT

He doesn't say no once. He says it five ways.

WHAT HE WAS THINKING

HOW THE PIECE ANSWERED IT

"It's too complicated."	"You don't even need to know how to buy crypto." One stock, and the experts handle the rest.
"It's a scam."	A real, publicly traded company with reported earnings, plus independent analyst price targets.
"It's too volatile."	Crypto reframed as a safety net: a hedge against inflation and diversification when stocks fall.
"I'll need a fortune."	Fractional ownership: "start with \$1,000 or less."
"I've missed it."	Evidence the market was still early, with institutions only just moving in.

WHAT DID THE HEAVY LIFTING

- 1 Permission before persuasion.** "Tired of hearing stories about wealthy investors... while you're left wondering where to even begin?"
- 2 Plain English everywhere.** No jargon went unexplained. A market growing "like a small sapling into a mighty oak."
- 3 One real story beats a hundred statistics.** \$27 of bitcoin bought out of curiosity became \$886,000 and an apartment in Oslo.
- 4 Credibility in layers.** Household names, institutions like BlackRock and Fidelity, independent analysts and the company's own results.
- 5 The fear, flipped.** Volatility reframed as protection when banks wobble and markets fall.
- 6 One action, repeated.** Every spread ended with the same next step, so he could act on page 4 or page 24.

THE RESULTS

- ✓ **The leading conversion piece for 2+ years**
- ✓ **400,000+ digital and print newsletters** sent to investors nationwide

THE LESSON

When people don't understand something, they don't buy it, no matter how big the opportunity. Clarity comes before persuasion. Explain it simply, make it feel safe, and let real stories and trusted voices do the convincing.

Let's find where you're losing sales.

A father-and-son team with 47 years of direct-response experience.

Book a 30-minute call

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