



FREE RESOURCE · WB-01 · CRYPTO SERIES

# THE CYCLE PLAYBOOK

Know exactly what to do — and when — as market conditions shift

## ACCUMULATION

01

### THE SETUP

Post-Crash    Low Sentiment    Range Bound

"The market rewards patience before it rewards participation."

**CAPITAL** — Deploy 50–60% into BTC/ETH. Stagger over 4–6 weeks.

**ALTS** — Research only. No entries until momentum confirms.

**MINDSET** — Ignore the news. Price is cheap. Accumulate quietly.

**RISK** — Hard stop-losses below cycle lows. Keep size small.

### YOU'RE HERE WHEN:

→ BTC dominance rising · Fear & Greed < 30  
→ Media silence · Altcoins making new lows

### AVOID:

X Altcoins before BTC base confirms  
X Going all-in — always scale in slowly

### THE RULE

**BUY** when everyone is silent.

## EXPANSION

02

### THE TREND

Confirmed Uptrend    Volume Rising    Alt Season

"Ride the trend. Don't predict the top — let price tell you."

**CAPITAL** — Deploy remaining 40–50% as breakouts confirm.

**ALTS** — Layer into high-conviction L1/L2 altcoins.

**RISK** — Trail stops upward. Lock in 20–30% gains on spikes.

**SIZING** — Scale up winners. Cut laggards ruthlessly.

### YOU'RE HERE WHEN:

→ BTC breaks ATH · Alt season index rising  
→ Volume expanding · Mainstream interest growing

### AVOID:

X Selling early out of fear  
X Adding leverage — momentum does the work

### THE RULE

**HOLD.** Let your winners run.

## EUPHORIA

03

### THE EXIT

Media Hype    Parabolic Move    Greed Index > 80

"When your taxi driver talks crypto — it's time to sell."

**SELL** — Exit 70–80% of speculative altcoin positions.

**BTC/ETH** — Reduce to 30–40% of your peak position size.

**CASH** — Move profits to stablecoins and real-world assets.

**DISCIPLINE** — Ignore FOMO and media. Protect what you've built.

### YOU'RE HERE WHEN:

→ Everyone is talking about crypto at dinner  
→ Parabolic moves · Greed Index > 80

### AVOID:

X Holding 100% waiting for the absolute top  
X Re-entering on rallies during distribution

### THE RULE

**SELL** when everyone is euphoric.

## CONTRACTION

04

### THE RESET

Downtrend    High Volatility    Capitulation Risk

"Cash is a position. Waiting is a strategy."

**CAPITAL** — Stay 80–90% in stablecoins/fiat. No catching knives.

**WATCHLIST** — Build your accumulation list at cycle lows.

**EDUCATION** — Study and refine your strategy for the next cycle.

**PATIENCE** — The bottom is never where you think. Wait for proof.

### YOU'RE HERE WHEN:

→ Media declares crypto is dead · Projects folding  
→ BTC -60–80% from peak · Capitulation volume

### AVOID:

X Deploying capital during the first bounce  
X Checking prices obsessively — remove the noise

### THE RULE

**WAIT.** Preserve capital above all.

THE 7 PRINCIPLES · STRUCTURE · PATIENCE · DISCIPLINE · RISK MANAGEMENT · CONVICTION · ADAPTABILITY · PROCESS OVER OUTCOME

STRUCTURE

PATIENCE

DISCIPLINE

RISK MANAGEMENT

CONVICTION

ADAPTABILITY

PROCESS OVER OUTCOME