NFTs for Beginners

If you are new and looking to get into NFTs this is the perfect beginner guide to help you get started with your Jpeg journey!
The topics we will cover in this guide will be

- What are NFTs?
- How do I buy NFTs?
- How do I find good and negative flags on a project?
- Tips to avoid mistakes!

To begin we will go over what NFTs actually are.
NFTs are digital assets stored on the blockchain which are unique pieces of Art, music , concert tickets and so much more. NFT stands for Non-Fungible-Tokens meaning they cannot be replaced. When you buy an NFT on a market place such as OpenSea the NFT you purchase will be verified to your wallet address on the blockchain meaning nobody can take it from you or copy your purchased art. Yes, people can "take your art" buy taking screen shots or re-listing screenshots on OpenSea but if it isn't in the original collection, it is deemed as worthless, its like having Printed copies of the Mona Lisa , the original is only valuable because Leonardo DaVinci painted that exact one and sold that exact painting.

NFTs work in collections, these collections have names such as Crypto Punks, Bored Ape Yacht Club and so on. Popular NFTs on OpenSea will have a verified tick next to the collection name. This is because they are an OpenSea verified collection meaning they haven't copied any other projects and have surpassed a certain all time volume.
NFTs really can be anything so I really would suggest to never force your self into liking the art just to give your self a reason to make the purchase, just because other people like it, this will always make you watch missed opportunity but it will allow you to avoid bad projects which will never succeed.

Purchasing NFTs

When it comes to buying NFTs you really want to head straight to https://opensea.io

This is the most used market place for NFT trading. This marketplace is on the Ethereum main-net meaning to purchase NFTs you will need ETH/WETH, to get this you will need a Metamask wallet either on your phone in-app or as a chrome extension (https://youtu.be/WAStJtjYI_c).WETH is Wrapped Ethereum meaning it can be traded on decentralised exchanges (DEX)

you will only need to use WETH if you are placing bids on auctioned NFTs. Bids are usually placed by auto-bidder bots which under cut the floor price to try and get cheap NFTs. The floor price is the cheapest NFT in a collection meaning if i wanted to buy an NFT from a collection, the cheapest NFT I could buy would be the "floor price."

When you are buying from collections you like , you want to buy either

- A- a floor price NFT which stands out and is vibrant to the eye, vibrant floor NFTs sell better especially if theyre cool because they pop to the eye more especially when competing with hundreds of other floor price NFTs so make sure the colours flow.
- B a Rare NFT in a collection. To find out if the NFT is rare you will want to head over to https://rarity.tools and find the rares in your collection. You can do this by putting on filters (top 1-300) , price low to high and buy now. (If the NFTs arent on here they will should be on rarity sniper on discord)

Things To Look Out For

NFTs really can be anything meaning you could literally buy dirt and it could blow up. It is the craziest marketplace you can ever be in and anything with demand can make you money.
The main things in **NEW** projects to look out for

- **The Roadmap** , you want an amazing Roadmap which will show you clearly what the main stages of the project are and how they plan to innovate in the future. By looking at a roadmap you can easily see wether the project is for the long term or if its just the owners looking for a quick Buck. Things that make the Roadmap stand out are -Games-DLC-or any type of add ons. Alot of NFT projects are solely for profile picture use which is fine but is a very saturated and dying market but do not be fooled, alot of NFT projects will easily trick you into thinking that there will be an amazing game that going to come out after launch but this is not always the case. Ways to see if there real or fake are - look for actual game developers (speak to the team and ask if the game developers have any previous projects) another would be to look for doxxes. Doxxes dont always mean they're 100% safe but when its an influencer owning the project it is safe 99% of the time.
- **Marketing** - if you know that the project has a good marketing team , you should be more inclined to buy especially if the art is cool. Marketing plays a huge factor in the success of a project, so if you can identify that they are producing successful marketing you should be good to go. Look out for bots - alot of groups have botted members so ways to tell if its botted or not are (✅ verifies- if the discord has a bot checker meaning you have to verify to speak , you can see all the members which have verified meaning they're real members. The ratio to verified to total members is usually 2:3 (20,000 verifies for 30,000 members) -another thing to look out for is total interactions on announcements, there isn't really a figure but you should want around 1:60 meaning 500-1000 reacts per 30,000 members.

- **Hype** short and simple - if this project is blowing up all over TikTok you will probably want to try and get into the presale, most common things traders do is buy presale (presale is given to members of communities who participate in being active and also do complete the presale requirements. This allows them to mint NFTs early, before everyone else and even sometimes at a discount) and flip for a 2-3x.

The main things to look out for on **OLD** projects.

- All of the above are still included.
- You will also want the community to still be there even if they are a year or 2 old.
- Entering 3-4+ year old projects is lower risk because they have survived previous bull and bear markets and have hopefully held their floor price overall - To check the floor price go to “activity” on OpenSea then click the “all time” tab- needless to say this doesn’t mean they will move to the upside this bull run. Alot of projects are old but will never move again.

If you see FUD of any kind always take that into consideration before purchasing even if it is fake.

What Makes My NFT Rare?

Rarity comes in all different shapes and colours. Rare NFTs usually have more “traits” than usual, this makes them unique and valuable. The top 20-30 rarest NFTs in a collection are usually hand made by the artist, all of the other NFTs are computer generated. All nfts have a base plate for example lazy lions is lions and pudgy penguins are penguins, what makes NFTs worth money is the accessories that go on them the less accessories on a majority of base plates means the rarer the NFT. The best example of this in pudgy penguins, only one of there penguins look left where the rest look right so therefore this is the rarest one.

Minting

When NFTs are being released to the public there is two ways the owners/devs do so, the first one is minting. The way this works is they get put on a auction/buying website where you can put in bids and buy the nft to go straight to you wallet.For this to take place you need to pay gas fees (which fluctuate from $40-$300). Another way minting occurs is airdrops where the NFTs go straight to your wallet which doesn't require you to pay any money in gad fees. You normally get them this way from giveaways raffles or just being part of the community and being active.

Tips to Help

No matter how experienced you are you will always make mistakes when trading NFTs , these can be huge losses or even accidentally Wins.

- Make sure you are buying the real NFT collection you want. You can find the real OpenSea links in the Discord which will send you straight over to the real collection.
- Dont buy fake discord PM links.
- When buying Rare NFTs try and find the buyers username then persuade them to give you a discount. Do this by looking at the NFTs previous owners and see if they are in alot of profit. Then passionately explain to them how happy they could go away with huge gains (4x,5x,10x etc) make them appreciate the gains and turn the bit your trying to knock off into such a minor in the bigger picture.
- DONT constantly list and relist your item, gas fees will slaughter you. A way i have found around this is to have all your listings on a timer. This means setting them at a price for say 3-6hours at a time meaning it will run out and you can relist at a different price for free.