

4-Year Investment Cycle Cheat Sheet

Tool #2 from the Financial Freedom Starter Kit — by Erik Anderson

Markets move in cycles. Bitcoin has a 4-year halving cycle. The stock market runs on roughly 4-year presidential and economic cycles. Real estate follows interest rate cycles. Once you see the pattern, you stop panicking and start positioning. This cheat sheet is the framework I used to time my crypto entry in 2014, my exit in 2021, and my re-entry after the crash. You don't need to be a genius. You need to be patient and aware.

THE FOUR PHASES

YEAR 1 — ACCUMULATION	YEAR 2 — EARLY GROWTH	YEAR 3 — EXPANSION
<p>The Bottom</p> <p>Markets are down. Media says everything is dead. People who bought the top are selling at a loss. This is where generational wealth is built.</p> <p>YOUR MOVE Buy. Dollar-cost average. Accumulate quality assets while everyone else is afraid.</p>	<p>The Awakening</p> <p>Smart money is in. Prices start recovering. Still cheap, but the narrative is shifting from "it's dead" to "maybe it's back."</p> <p>YOUR MOVE Continue accumulating. Increase positions. The crowd hasn't noticed yet.</p>	<p>The Hype</p> <p>Everyone's talking about it.</p> <p>YOUR MOVE Start taking profits. Sell 25%.</p>

HISTORICAL CYCLE MAP

PERIOD	PHASE	BITCOIN	S&P 500	WHAT HAPPENED
2014-2015	Accumulation	\$200-\$300	~2,000	Post Mt. Gox crash. "Bitcoin is dead" era.
2016	Early Growth	\$400-\$900	~2,200	Halving event. Quiet recovery.
2017	Expansion	\$20,000 peak	~2,700	ICO mania. Everyone buying.
2018-2019	Contraction	\$3,200 bottom	Volatile	Crypto winter. 84% drawdown.
2019-2020	Accumulation	\$5,000-\$9,000	COVID crash	Smart money loading up again.
2020-2021	Growth/Expansion	\$69,000 peak	~4,700	Stimulus. Institutional adoption.
2022-2023	Contraction	\$15,500 bottom	Bear market	FTX collapse. 77% drawdown.
2024-2025	Recovery/Growth	\$100k+	Recovery	ETF approval. Halving. New cycle.

Erik's Cycle Rules

1. Never buy when your barber is buying. Never sell when your barber is selling.
2. Take profits on the way up. You'll never time the exact top.
3. Cash is a position. Sitting out Year 4 IS the strategy.
4. Dollar-cost average in Year 1. Go heavier in early Year 2. Start trimming in Year 3.
5. The best investment you can make during a bear market is in yourself — skills, certifications, business infrastructure.