

# MEDIA KIT

## Crypto Conned: My \$200K Nightmare and 10 Key Steps to Safeguard Your Future

Author: Ed “Doc” Holliday

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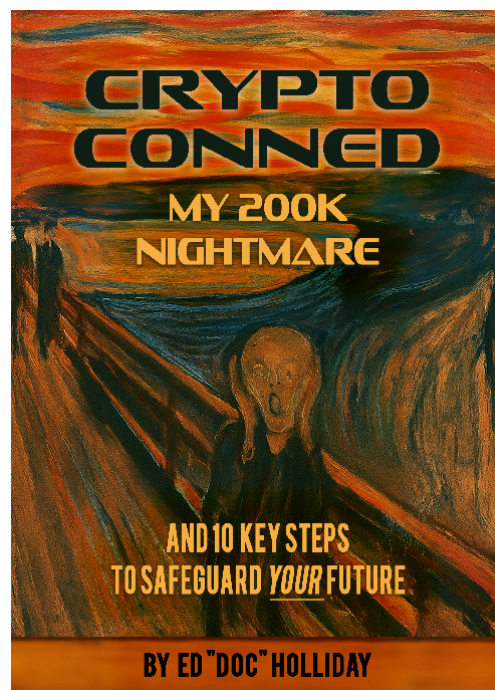
### Book Overview

**Crypto Conned** is a gripping, real-life true-crime story of how Ed “Doc” Holliday fell victim to a sophisticated \$200,000 cryptocurrency scam on Valentine’s Day 2025. More than just a cautionary tale, this book is a practical survival guide. Doc shares the 10 key steps he learned through hard experience—tools anyone can use to protect their financial future in today’s high-risk digital economy.

This book is for everyday investors, crypto followers, and anyone who’s ever trusted the wrong person at the wrong time.

**Genre:** Financial Memoir / Consumer Protection / Crypto Awareness / True Crime

**Audience:** Adults of all ages navigating the financial and digital landscape



### About the Author

**Ed “Doc” Holliday** is a semi-retired dentist, speaker, and author based in Tupelo, Mississippi. After losing \$200,000 to a crypto scam, Doc turned his pain into purpose. Known for his storytelling gift and relatable voice, he’s passionate about helping others avoid financial traps and build resilience. He’s also the author of the historical fiction series *Hatchie*, where his love of history and storytelling comes to life.

Today, Doc uses his platform to promote financial education, scam awareness, and emotional recovery.



## Key Themes

- **Financial Resilience:** How to rebuild after devastating loss
  - **Scam Awareness:** How modern crypto scams work and who they target
  - **Emotional Recovery:** Healing from shame, regret, and anger
  - **Empowerment Through Knowledge:** Tools to protect your future
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## Sample Interview Questions

- Walk us through the day you realized you'd been conned—what happened?
  - What inspired you to turn this loss into a book?
  - Many victims feel shame—how did you process those emotions?
  - What are a few of the 10 key steps you outline in the book?
  - Why are scams like this on the rise in the crypto world?
  - What's your advice for someone curious about crypto but wary of the risks?
  - How does your background as a dentist and author influence your writing?
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## Talking Points

- Even smart, successful people can be conned—it's about tactics, not IQ.
  - Scammers manipulate trust, emotion, and urgency.
  - Financial literacy is a **must-have** survival skill in the digital age.
  - Sharing our stories breaks the shame and helps others.
  - Crypto isn't the enemy—but education is the key to navigating it safely.
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## Contact

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### Social Media

Instagram: [instagram.com/hatchiebooks](https://www.instagram.com/hatchiebooks)

Facebook: [facebook.com/Hatchiebooks](https://www.facebook.com/Hatchiebooks)

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## Media Assets

- High-resolution author headshots 
  - High-resolution book cover image 
- (Available upon request or via the Media page at [cryptoconnedbook.com](https://cryptoconnedbook.com))