Kiss Your Fiat Job Goodbye
2025 Update

Intro

Who's this?!

No, really, who is Thunder?

Writing about myself and what I have done so far is quite tricky. Creating new processes and policies is not an issue, scaling a start-up is a no-brainer, and even writing two e-books is a piece of cake- but sharing details about myself with the entire community is challenging- I may end up oversharing!

So, gather around children, grab your popcorn and sodas, and let me tell you how it all started in 1990, on June 30th.
Oh, no worries, you will not have to read about the last 35 years of my life.

Anyway, hi! I'm Sladjana, but since that's too difficult to pronounce, people in the industry call me Thunder. No, it's not connected with my birth name whatsoever. Yes, I've been a Bitcoin-only recruiter for about four years now, one of a few.

Before entering the Bitcoin industry four years ago, I worked in the software development, educational industry, and the airline industry (as a flight attendant, not as a recruiter, funnily enough).

As for my recruiting career (8+ years), both Fiat and Bitcoin, I have hired at all levels and departments. I scaled start-ups. I assisted people with writing their CVs and Cover letters. I provided feedback and performance reviews. I built processes, developed procedures, and wrote a lot of manuals. Head of Talent is just one title I hold, alongside the Talent Partner. Long story short, when it comes to hiring, I've seen it all and done it all.

People must be happy with their jobs. We spend much of our lives working, so your work should be fulfilling and aligned with your core values.
I firmly believe in Bitcoin and what it will do for humanity.
Therefore, I'm writing this guide and want it to be free. It is data-free because, as a Bitcoiner, I respect your privacy. Cost-free, because as a person, I think you should not be paying to improve your chances of getting a job.

I fight rotten and corrupted systems. Quite literally (Google Serbian Students!)
I oppose hypocrisy and unfairness. I fight for justice, truth, kids, and animal rights.

As a mother, I know we must act now if we want a bright future for the next generation.

So, to answer the question in three words: Thunder is a believer, a fighter, and a mother.

This ebook is one of my contributions to the community, from one pleb to another.

The idea of the guide is to provide you with the truth. Transparency. Insights. Tips and tricks. Guidelines. Plan - as much as possible.
I will give you insights into the excellent and opposing sides of the industry, how you can possibly get your foot in the door, what your job search plan should look like, and what you can expect when embarking on a job-seeking adventure. We will discuss networking, cover letters, hiring processes, question lists, and message templates!

The end goal of this ebook is to create a common ground between job seekers and employers. We need both parties to understand each other better to fulfill our mission.

Bitcoin is honest, and this ebook also tends to be.
Bitcoin is perfect, but this ebook probably won't be. I'm sure you will have some questions after reading this guide. I strongly encourage you to reach out on LinkedIn or any other social media with your questions, and I will try to answer them as soon as possible. (Look for the "Contact" section on this website!)

Now, let's talk a little bit about who you are.

Who's that?!

So far, we know who I am, but who are you?

Are you tired of your fiat job? Are you losing your mind doing something that is not changing the world? Are you looking forward to working on something bigger than all of us?

That paragraph sounds like a pitch, and I'm not selling you anything. Let's try again.

Do you wake up every morning wishing your life values and mission align with your work? Do you sometimes daydream about adding value to humanity?

Okay, it still sounds like one of those TV shops from the 90s selling toasters and pillows. One more time, please?

You are a dreamer, dreaming of a better world where there would be no funds for war. You are a believer, believing no person in this world should starve. You are a fighter, fighting for freedom. You are smart, and you know money and government should be separated. You are a parent on a mission to create a safe and bright future for the next generation.
You discovered a solution. You went down the rabbit hole so fast you don't even see the way out anymore, nor do you need it.

Is that who you are? Then, let's see how you can contribute.

What can you do in the Bitcoin industry?

Working in the Bitcoin industry means contributing, developing, and perfecting everything Bitcoin technology provides, educating people, and bringing Bitcoin to people.

What do these companies even do?

From fintech companies providing payment services and wallets to mining and energy companies, marketing agencies, talent agencies, customer service agencies, gambling, and micro-payments. We do it (almost) all around here!

There are Talent workers focused on hiring people in the Bitcoin space. That means a group of recruiters focused on bringing the best BTC talent into the industry: all seniority levels, all departments.
There are marketing agencies focused on helping BTC-only companies promote their services. Customer Service workers are using their knowledge to guide and help customers with BTC-related products. Accountants, financial analysts, compliance people, and lawyers provide their expertise to companies in the space. Designers, editors, writers, and content creators. Last but not least, software developers!

As you can see, many jobs are replicated in the Bitcoin-only space. In this guide, I will share some tips and tricks for switching from a meaningless fiat world to a novel Bitcoin world.

Part I - Let's talk openly

First off, let's start with why you want (and need!) a Bitcoin-only job.

Green flags

- **Novelty**. We know the world is a messed-up place. Bitcoin is a ground-breaking technology that fixes many problems humanity faces. For me, it's that one day, I'll look my kids in the eyes and tell them: "Mama participated in creating a safer and better world." Not only do you support the cause, but you are actively playing your part in changing the world!

- **A job that doesn't feel like a job**. Have you ever experienced that in your life? It's mesmerizing! Regardless of whether you are in a scrappy start-up or a company that just exited that phase and is much more organized, irrespective of the workload, pivoting, challenges, and obstacles, when your life goals and values are a match with the industry/ specific company you work at, work does not even feel like work. It's like you are getting paid to follow your life path!

- **The team that "gets you"**. I can almost bet you currently work with a group of people who "don't get you." They probably think you are weird. Yeah, we don't have that problem with bitcoin-only companies. In fact, in bitcoin-only companies, we speak only about bitcoin. (poor attempt to do a word-play!) And, yeah, we don't care if outsiders think we are weird.

- **IDGF industry**. No formal education? No problem! Are you not a person with corporate lingo skills? Most of us aren't! Have crazy ideas? Let's make them a reality! Wanna move mountains? We all do!

- **Community**. The Bitcoin community is one of a kind. It consisted of loud maxis, quiet introverts, people with PhDs, and those who stopped after getting a high-school diploma. Of youngsters angry at the world and the "boomers" who discovered the solution at 60. Talented individuals with unique skills, construction workers. Traditional bank clerks who secretly support the movement and everyone else in between. They are very different people with only one thing in common, yet their life values are the same. Whether you need help getting a job, finding the right restaurant, or locating a perfect vacation destination, they have your back. Don't trust me? Try the Bitcoin Twitter community (sorry, I can't make myself say "X"), Nostr, and Telegram groups, and let me know your impressions.

- **Conferences and meetups.** At least once in your life, you need to experience a Bitcoin conference! It's like a Disneyland for intelligent adults, aka Bitcoiners!

- **Career development**. As a talent worker, I can't ignore this aspect, and since there are more satisfying perks of working in this industry, career development is last on this list; however, it is something that must be here.
  This industry is still tiny, so getting a job is challenging but possible. With more and more people understanding the movement, more companies are being created, and more jobs are being opened. It's still an early stage of the Bitcoin industry's development. We are all aware that Bitcoin mass adoption will happen, and when it does, everyone will want BTC jobs listed on their resumes. Who better to be super-experienced and highly professional at that moment than a Bitcoiner?

Red flags

The Bitcoin industry is sometimes no less cruel than other industries. There are certain obstacles people face when trying to get their foot in the door, so pretending it's all fun and games will not help job seekers.

- **Not enough jobs**. There are more applicants than there are jobs on the market, and yes, it's the same situation as with any other job market. However, Bitcoiners are passionate people who want to work in a specific industry.

- **Small industry**. The bitcoin industry, while a fantastic one to be in, is still small. Do we expect it to grow? Yes, that's the whole point. Do we know when that would happen? Nope!

- **A small circle of people**. Like nepotism, but instead of bringing your friends and family members in, one brings in those people from previous jobs. At start-ups, hiring people you already know mitigates the risks, so this is understandable. It is a challenge for job seekers; however, becoming a part of the community can take you a long way, regardless of whether you still work in your fiat job. Networking - we will talk about that in detail a bit later.

- **Some categories are not in the spotlight.** For example, those who are just starting their careers, aka juniors. Why? Most companies in the BTC space are start-ups. They have no time to hold your hand, guide you through the processes, and mentor you. They need someone with experience who can start running from day one. Thinking about changing your career? Let's talk about that in detail a bit later as well.

- **Start-ups.** Most companies in the Bitcoin industry are start-ups, and those types of companies are not for everyone. If you ask me, there are two types of people: corporate workers and start-up crews. You may be a Bitcoin Maxi dreaming of having a job in the Bitcoin space, but your entire working experience is focused on corporations and large companies; before you go job hunting in BTC, ask yourself this:
  Do you have what it takes to pivot from the formal cooperative BS to start-up madness?

Start-ups

Being in a fiat corporation could have its perks. It could be a comfortable job, providing secure paychecks and stability. You may have a large team and a lot of people you can rely on. You are nothing but a number, your opinion usually doesn't matter, and changing one little thing can take months, but as an adult with responsibilities and a family to feed, this can be your safe harbor.

Start-ups, on the other hand, can be scrappy, pivot often, change whatever needs to be changed in a day, and expect you to not just understand it, but be able to adapt and change with the business needs. You are not a number; your opinion and ideas matter, and you can sometimes hop in and help other departments, too. You are the one helping them set everything in place! To me, that's the beauty of it.

I am aware there is a certain amount of frustration among job seekers, caused by slow, delayed processes, or a total absence of any processes whatsoever. There is a lot of ghosting, changing job requirements, and no one to turn to and ask questions, usually. This is not the candidate's fault, and each person applying for a job has a right to hear about the status of their application. That way, you know where you stand and whether or not you should have any hopes regarding a certain opening.

I'm not taking the company's side here, but we want to be a part of a young industry, and the beauty of a start-up is what can terrify some people. Some of these companies need us to help them put things in the right place, so naturally, a bit of chaos is expected until they find what they are looking for.

If this is something you are not comfortable with, there are a few options:
1. Avoid super-early-stage start-ups (those who recently raised funds and are just about to start creating their team) and go for those who exited "the early stage".
2. Avoid any job hunt in the BTC space until the industry grows a bit
3. Start your own company!

Now, answer the question above: Do you have what it takes to pivot from the formal corporate BS to start-up madness?

If your answer is positive, keep reading.

Common Misconceptions

This section will try to break down some of the rumors I'm aware of.

1. **Low salaries: Myth**

In most Bitcoin-only companies, salaries are up to market standards. Those with lower paychecks are usually super-early-stage start-ups that just raised funds, and understandably so, as they need to be prudent in how they spend their money. If you are not comfortable with taking a cut to join a new Bitcoin-only company, simply do not apply.

So, fear not, my fellow plebs, you will be paid according to your skills, experience, location, and market standards. As for established professionals with remarkable careers, no reason to fear as well, the right founder will know what you could bring to the table and is ready to pay for that.

2. **No specialized job boards: Myth**

There are several BTC-only job boards, some talent agencies with Bitcoin-only recruiters, plus different Telegram/Twitter feeds you can follow.

3. **Slow hiring processes: True**

Sometimes it seems like there are no processes at all, and you might just be right. Early-stage start-ups may not have any process set in place. So yes, your hiring journey could be slow, sloppy, and nerve-racking. While your patience is greatly appreciated, please remember that you can also contribute and add value by helping these companies set everything up, should you end up working for them.

4. **Jack of all trades: Partially True**

Being specialized in one thing only is okay; however, the more skills you possess, the better chances you have - we have all been told this, right?
As mentioned above, the impact you have on a company is greater if you can contribute to multiple fronts. However, to get hired, you should be specialized in something, right?
Let me give you an example: You are a QA tester with four years of experience, but have two years of experience with Customer Support. You did a bit of Marketing some years ago, and you were an Assistant/Operations too. Overall, you are open to anything. My advice would be to focus on either QA or CS in this specific case. Once you are in, if your workload allows, you can take over social media profiles or do a bit of operations. But to think that you can just do it all, regardless of how different those roles are, usually does not work - you might be taken as frivolous and disregarded.
On the other hand, if there is room to develop more in the QA/CS and take a leading role there, you probably won't even want to take on other tasks outside of your realm.

The conversation around "Jack of all trades" is usually the tricky one, and shouldn't be generalized. It all depends on the actual skill set and what similarities the roles you would be able to cover have. Later in this guide, we will talk about your CV and how you can incorporate all of these experiences.

Job market status

Thanks to my friends from Bitvocation, I managed to read full job market statistics for 2025 so far. Without further ado, here it is:

May 2025
- Number of jobs: Bitvocation tracked 164 Bitcoin-related job postings. Of those, 69 jobs came from Bitcoin-only companies, making up exactly 42% of the total.
- Working location: 41% of advertised jobs were remote, and the On-site + Hybrid combination took 59%.
- Available roles: 73% of posted jobs were non-developer jobs, and the biggest demand was for Social Media Managers, Accountants, Marketing, and Product Managers.

April 2025
- Number of Jobs: Bitvocation tracked a total of 138 Bitcoin-related job postings, with 43% of those coming from Bitcoin-only companies.
- Working location: 51% of advertised jobs were remote, and the On-site + Hybrid combination took 49%.
- Available roles: 68% of posted jobs were non-developer jobs, and the biggest demand was, once again, for Marketing, Compliance, and Support roles.

March 2025
- Number of Jobs: Bitvocation tracked 141 job listings, with 52% of those roles coming from Bitcoin-only companies.
- Working location: 50% of posted jobs were remote, and 50% were a combination of On-site + Hybrid working model.
- Available roles: 54% of advertised jobs were non-developer ones, and the biggest demand in March was for Marketing, Compliance, and Support roles.

February 2025
- Number of Jobs: Bitvocation tracked a total of 144 Bitcoin-related job postings, with 42% of those coming from Bitcoin-only companies.
- Working location: 47% of promoted jobs were remote, while the On-site + Hybrid model took 53%.
- Available roles: Non-developer roles took 57% of total jobs posted, while the biggest demand was for Marketing and Product roles.

January 2025
- ● <u>Number of Jobs</u>: Bitvocation tracked 200 total job postings, of which 40% were Bitcoin-only.
- ● <u>Working location:</u> 50% of the posted jobs were remote-only, and 50% were a mix of On-site + Hybrid combination.
- ● <u>Available roles</u>: 80% of the advertised roles were non-developer ones, and the biggest demand on the market was for Product, Operational Assistants, and Financial Analysts.

By looking at this data, we can tell the situation on the job market is better than it was last year, but still not perfect.
Considering most of the companies hire globally, the number of available jobs is still low.

Therefore, *you must ensure your profile stands out from the crowd.*

Job Requirements: Fiat vs. Bitcoin

Traditional (fiat) job requirements usually include:
1. Education level
2. Years of experience
3. Area of expertise
4. Cultural fit

(usually in that order)

Bitcoin industry job requirements, however, face some significant differences. Based on my personal experience, I would place them in the following order:
1. Area of expertise
2. Cultural fit
3. Contributions to the space
4. Years of experience
5. Educational level

Let's talk about each one of them:

- ● **Area of expertise**

   It is a myth that only software engineers have it easy around here. Yes, the BTC industry is mainly oriented towards software development. Yes, there are many jobs for them. It still doesn't mean every developer gets a career in the space in the blink of an eye.

   Many engineers out there want to get into space, and companies are in the sweet spot of being able to choose only the top talent.

   Contributing to open-source projects is sometimes the key.

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For other professionals, if you are, for example, a marketing person, try connecting with other marketers from the BTC industry to learn about their experiences, similarities, and differences between doing marketing in the Bitcoin space and the one you are doing right now. Read about use cases. Pay close attention to how they work. Think about how you would do a marketing campaign and write it down. Once you get an interview, you can use it as your case study.

- **Culture**

Cultural fit is as important as technical skill. You must not only possess the right expertise but also align with the values of the company. For an early-stage start-up, being aligned with their values is sometimes a crucial requirement. Some companies even look for candidates who have been in a startup before. Startups value individuals who contribute to a culture of collaboration and progress, those who are adaptable, resilient, and driven by the mission. The right cultural alignment often becomes a decisive factor in the hiring process.

- **Your contribution to the space**

This can substitute for many factors, such as years of experience, and showcase your drive and passion towards the Bitcoin industry. Your contributions may be the only thing that gets you your first Bitcoin job.

- **Years of experience**

Career starters may require additional help before making an impact on their own, unlike very experienced people. On the other hand, established professionals are often too experienced and/or expensive for a young company, so finding that perfect balance is tough both for companies and for job seekers.

That is why your drive, motivation, passion, contributions, and willingness to learn and/or pivot can be a game-changer.

As you can see, nothing in the Bitcoin industry is black and white.

- **Educational level**

Sure, some jobs, such as lawyers and finance people, require a proper formal education. However, the beauty of this space is in equal opportunities. Let's put aside those roles that require a University degree. In that case, your Ph.D. may amaze any hiring professional in this space, but it doesn't mean the self-taught person has less chance of landing that exact job.

It is more about being the right fit for the role than the paper claiming you know how to do the job.

You should, however, always strive to learn and develop your skills towards Bitcoin.

That is why your drive, motivation, passion, contributions, and willingness to learn and/or pivot can be a game-changer.

Part II - Decisions, decisions

Industry Pivoting: Expectations Vs Reality

Changing the direction of your career is never easy, but pushing it toward the Bitcoin industry comes with its own unique set of challenges.

A common misconception is that being senior in your current field will automatically make the transition smooth. In some cases, that's partially true, but it really depends on the industry you're coming from. If your background isn't in tech or close to it, the transition can be significantly harder.

This reality hits hardest for those who have built long, successful careers, people with 10, 15, or even 20+ years of experience - outside of technology. The longer you've been on one path, the more difficult (and often humbling) the pivot can feel.

Advice number one: get closer to tech.

No matter your field: finance, healthcare, education, logistics, you should look for the tech-driven version of it. If you're in healthcare, consider health tech. If you're in finance, explore fintech. The goal isn't to abandon your experience, but to extend it. Use your existing skills and industry insight to build a bridge into more technical, scalable environments. That's where the overlap with Bitcoin roles tends to emerge.

Advice number two: be patient

Some people do land great roles quickly, but for most, it's a longer game. Take the time to create a strategy. Start contributing to Bitcoin-related communities, open-source projects, or education. Keep your current job while you build new connections and sharpen your relevance. Network, network, network.

This space rewards persistence, alignment, and proof of work. If you focus on long-term positioning rather than short-term results, the right opportunity will come, and when it does, you'll be ready.

Career Pivoting: Expectations Vs Reality

Another common thing I hear is that people are considering a complete career change just to break into the Bitcoin industry.

It's a tricky conversation: remember what we've said about entering the space as a junior? The same logic applies here.

For example, if you're currently an accountant and thinking about pivoting to graphic design just to land a role in a Bitcoin-only company, I'd encourage you to rethink that.
Your accounting skills are likely far more valuable and in demand right now within the Bitcoin ecosystem. That path might give you a higher chance of landing your first role.

Or maybe you just want to code. That's totally valid. Take some courses, build projects, and contribute to open-source. Even if you're just starting out, those contributions can open doors. Your chances aren't zero, especially if you're showing initiative and building publicly.

The reason this topic is tricky is that the answer truly depends on what you're switching to, and whether there's demand for that role in Bitcoin-only companies.

Career changes aren't impossible. But in most cases, I'd suggest leveraging the skills you've already developed. Start there. Get involved in the space through what you already know, and over time, if something else calls to you, build toward it gradually. The Bitcoin industry isn't going anywhere, but it rewards consistency and commitment.

Part III - What do you need to pay attention to?

Community and networking

"We are not a decentralized community with a drinking problem. We are a drinking community with a decentralization problem."
-Avi Burra

I can't stress this enough - *Your network can do wonders*.

Becoming a part of the Bitcoin community must be your top priority. Community members can and will send you relatable job posts, give recommendations, and even vouch for you! Don't be afraid to put yourself out there to talk and connect with people.

Networking is one of the best things you can do to get your first Bitcoin-only job.

There are quite a few options for that:

- **Nostr**. "Nostr is a simple, open protocol that enables global, decentralized, and censorship-resistant social media." Nostr is the most important place you can be as a Bitcoiner.

- **Socials**. Don't forget about Twitter. If you don't know where to start, you can start by following famous people in the industry and go from there. Follow hashtag trails to take part in conversations. Join various Telegram and/or Discord groups and stay up-to-date with industry news.

- **Meetups.** In-person or online! If you live in a big city, you have probably already experienced a Bitcoin meetup. If you live in a smaller city, you may never attend a local meetup. Why not organize one? Gathering in a bar with like-minded people from your area also counts!
  Tip: Don't be shy about putting the meetups you organized in your CV or a Cover letter!

- **Conferencing**. The things you learn. The people you meet. The parties you attend. The vibe. The love. The energy. Upon arriving home after my first conference, I realized I needed to contribute more to the community, step up my game, and help more people get into the space. I could blame conferencing for this book!
  Downside? Conferencing is expensive, and it takes time. Understandably, attending conferences is something not many people can easily do. However, if you are debating on traveling on a family vacation or visit a conference, here is an idea: pick one conference per year and make it your vacation! Most are family-friendly and on great vacation destinations, so put them on your bucket list!

You want people to keep you in mind, so you want to connect with as many people as possible.

Connecting with founders directly may not be such a good idea. They are usually really busy and probably won't see or answer your message. Or even if they do, they could just forget to forward your details to those in charge of hiring. Try connecting with *other* people already working in these companies. But, the question is: How do you find these people, when most plebs are keeping a low profile on Nostr or socials? Let's dive into the good, old professional network, we all know as LinkedIn.

LinkedIn

Not connected with the Bitcoin community per se, but significant when talking about networking-LinkedIn. It is a platform that founders/ recruiters/ hiring managers/ professionals use daily, and Bitcoin workers are no exception.

As for your profile, polish and update it. Ensure your experience is not just posted; list what you did in each role. LinkedIn is also a form of a CV; therefore, you want it to resemble who you are professionally.
That being said, you can use a PDF file from LinkedIn as your primary resume, but I would advise you to have a regular CV prepared. Don't be shy about being involved with the conversations there as well, and sharing your contributions openly. Be proud of your impact!

As for networking, look for a certain company and find out who works there. It would be best to look for your "Colleagues"- people working in the department you are interested in.
Send them a "Connect" request and potentially include a short message.
If you are reaching out to anyone included in hiring, such as hiring managers, recruiters, or HR workers, yes, include your CV. If not, avoid sending your CV. Simply introduce yourself and get on their radar. Once the opening arises, they will already keep you in mind.

Contributions

Contributing to the space has its perks, and while stepping foot in the door of getting your first BTC-only job is only one of them, let's not forget the excitement it will give you!

Look for open-source projects, and ask people in your network if they need an extra pair of hands for writing/editing/creating anything. Offer your services and gain any kind of BTC-related experience. Put it on your CV. Mention it in your cover letter when applying for jobs.

If you are a software developer, remember that contributing to open-source is sometimes ***a mandatory*** requirement for a certain number of available roles, so roll up your sleeves and get to work.

Focus on the projects in the space you can do while still working in your fiat job.

Remember: Contributing is not the same as working for free.
Yes, you can contribute voluntarily if you are comfortable with it, or you can contribute and still be paid for the projects. However, working for any company, for free, is not just illegal, but also raises moral and ethical questions.

Resume

A well-written CV is the absolute minimum you should bring to the table when applying for a job.

If you've had a variety of roles across different domains, consider creating multiple versions of your CV tailored to each type of role you're applying for.
Do you remember the QA Engineer who also worked in Customer Support, we mentioned earlier? Highlight QA experience in one version and CS in another, depending on the opportunity.

That said, if managing multiple CVs feels overwhelming (I'm not a fan of it either), one well-structured, all-encompassing CV can still do the job. Just make sure it's clean, focused, and easy to read.

Here are some basics:

- *Start with a clean, professional template*. Google Docs offers solid free options. Canva as well!
- *Include relevant links at the top.* If you're a content creator, link your portfolio. If you're a developer, link to your GitHub.
- *Be clear and concise.* Use bullet points to describe your responsibilities and achievements.
- *Tailor emphasis.* Want to highlight a specific experience? Add more detail and bullet points to that section.
- *Show your impact.* Use numbers and percentages where possible to quantify results. (For unknown reasons, recruiters and managers love numbers)
- *List contributions to the Bitcoin community.* Whether you contributed to open source, ran a meetup, or helped onboard newcomers - include it. It matters.
- *Keep it short*. Two pages max. Save the deeper stories for interviews.
- *Leverage free tools.* There are plenty of sites where you can check your CV score and get improvement tips for free. No need to hire expensive writers, as many of them use the same tools anyway.
- *Always be ready*. Keep a copy on your phone so you can share it anytime.
- *Update often*. Finished a project, spoke at an event, contributed to Bitcoin somehow? Add it immediately. Keep your CV fresh.

While a good resume is essential, it won't make you stand out on its own. It's a foot in the door, not a guarantee. You're still competing for attention.

Your secret weapon is a well-written cover letter.

Cover letter

Bitcoin jobs are not reserved for Bitcoiners only. People are applying for these roles simply because it is "cool" to have a crypto job listed in the CV. Whoever is seeing your application needs to know you are a real one. They need to know you not only understand their values and mission, but you also align with them.
Disclaimer: If you already have a cover letter template that worked magic for you, keep it. This is a personal observation from a recruiter who received and reviewed thousands of cover letters throughout years long career.

Example of a *wrong* cover letter:

- Your Bitcoin story is your cover letter and is two pages long!
  Yes, every interviewer would love to hear your Bitcoin story and share theirs. With a high-quality application, you will have a chance to talk about it during a call—no need to do it beforehand. A single paragraph on this matter is more than enough.
- You used one of those copy/paste formats alongside those buzz words: I excel, I deliver, I rock, I'm unique, and I am the right person for this job.
  Please, don't. *That* is outdated. They (your potential employer) need to know you are a Bitcoiner, not just a random person sending the same cover letter to every company.
- Leaving links.
  No, no one will click on it. Firstly, it's rude to leave a link without an explanation. If you are an artist, the link to your portfolio should be in your CV, not your cover letter. Last but not least, clicking any suspicious links is a huge security threat. You are a Bitcoiner. You know better.

Example of a *good* cover letter:

- Create a separate cover letter for each role/company you apply for. Take your time.
- Introduce yourself in one to two sentences maximum. "Hi, I'm Max, and I've been a Bitcoiner since 2014. I got into Bitcoin *short explanation of how* and I currently work as — at —" Enough! We established that you are on the right side of history and applied for the right job. Now, move on.
- Share your excitement about the company you are applying for. Let them know you are familiar with the products and mission.
- Speaking of mission, use it to align with why you want to work there.
- Tackle your experience, but don't overshare. They will read the details about your experience in your CV. "Yes, I tick all the boxes you mentioned in your job description." Anything along those lines is enough.

- Mention your contributions. Share a sentence or two about the projects you did in the community.
- Make it personal. Avoid buzzwords. Avoid generic phrases. Be who you are.
- One page is enough.

Part IV - Action time

Job boards and resources

Without further ado, here is the list of the popular Bitcoin-only job boards:

1. [Bitvocation](#) - in the 2024 guide, I said:" Fairly new thread". In less than a year, they became my first recommendation to people looking for a Bitcoin-only job.
   What do they do? They scrape all Bitcoin-related job boards and companies and share available positions. You don't have to go from one website to another; you can just follow their thread!
2. [Bitcoinerjobs.com](#) - Probably the most popular job board amongst Bitcoin-only companies. Created by Swan, and a lot of Bitcoin-only companies use it regularly.
3. [Bebitcoiner](#) - Bitcoin-only job board
4. [Ostrich.work](#) - it is a Nostr's project, mostly focused on engineering roles.
5. [Bitcoinjobs.com](#) - another Bitcoin-only job board

However, not all jobs are listed online. Many companies are hiring, but don't want to face many applications themselves due to a lack of an in-house hiring team. For that reason, it is essential to remember:

(External) Recruiters are your friends.

We want you to make it because your success is our success. Currently, there are only a few Bitcoin-only recruiters. Don't hesitate to connect with us on any platform and reach out. Becoming a part of a recruiter network means higher visibility and a chance to be included once the proper role for you comes up.

Bitcoin-only talent agency:
1. [Layer4talent](#)- Feel free to reach out to Martell Fox and connect with her online!

Application

Remember: Applying for all jobs in one company just to apply will get you nowhere. You are getting the attention, just in a different form than the one you hoped for. Most companies use software for hiring (ATS), and they record everything! How often have you applied, and to what roles? You can easily fall into the trap of applying for every job you see on the company's job board, hoping it will work somewhere. Then, when the perfect one for you pops up, no one will take you seriously, and your candidacy will be ignored.

To clarify, do not apply for multiple jobs at one company- only for those relevant to your experience.

Read a job description and pay attention to details. Do you fulfill at least 60% of the requirements? Then go for it.

If an internal recruiter works for a company you applied for, don't hesitate to reach out after submitting your application. If not, you can do a bit of research and find out who the hiring manager for the role is. Feel free to connect on LinkedIn and send a message. It can be as simple as:

" Hello, I'm *name*.
I recently applied for a role *position name*.
I love what you do at *company name*, and would love to contribute to your mission. Please feel free to reach out if you need more details regarding my experience or have any questions.

Thank you. Have a lovely day."

This type of message is not pushy; the tone is polite and should draw the correct type of attention to your application. Even if you are not the right fit, you will find out about it sooner because the chance of a manager and/or a recruiter checking your application right away is high.

Do not spam or send dozens of messages. One is enough. You also do not need to follow up with this because your goal was to grab their attention rather than spam the receiver.

Interview Process

Interviewing for a Bitcoin-only company is fun.

You will get an opportunity to share your Bitcoin story, talk about your professional accomplishments and plans, and get a glimpse of what it is like to work with like-minded people.

While hiring processes vary for each company, there are a few things you should remember when preparing for a call.

1. *Write down your questions before each interview*

Your calls are an excellent opportunity to ask questions about the job requirements, company culture, and the team. If you are unsure about who you are talking to, email and ask, so you can tailor your questions.

2. *Remember, it's a two-way street!*

You are excited about the company, and you are nervous, I understand. However, remember, interviewing for a job is a two-way street. They have questions for you, but you also have questions for them. They need to like you, but you need to like them too!

3. *Take time to think about your answers*

It's okay if you take a few seconds to construct the sentence or think about your answers. That way, you will avoid endless mumbling and rambling.

4. *Time management!*

Yes, take a few seconds to think about your answer, but don't spend the next 6 minutes answering a simple question—no need for long, story-telling answers. Try to be concise and appreciate everyone's time. This way, you are also saving time for yourself and your questions!

5. *After the call*

Take a few minutes to send a "Thank you for your time" message. Right after the call or a day after, it doesn't matter, but showing gratitude is always a nice touch.

Curiosity

Usually, the interviewer will ask you what they want to know and then give you the chance to learn more. You don't want to miss the opportunity to ask questions!
First and foremost, you want to fill in the gaps and get some sense of what it is like to work there, and secondly, you show interest and motivation.

You will most likely be excited, even scared, so prepare your list beforehand. You want to separate your questions into two brackets:
- Role-oriented
- Culture-oriented

Examples of questions you could ask that are role-oriented:

1. What would a typical workday in this role look like for me?
2. What's the most important thing I should accomplish in the first 90 days?
3. What are the pain points you would want me to take on immediately?
4. What are the biggest challenges that I might face in this position?
5. What are the next steps in the process?

These are only examples, and I strongly encourage you to dive deeper into the requirements listed on the posting and tailor your questions accordingly.

Examples of questions you could ask that are culture-oriented:

1. What is your Bitcoin story?
2. How long have you been at the company?
3. What is your favorite thing about working here?
4. What is your least favorite thing about working here?
5. What's different about working here than anywhere else you've worked?

Once again, these are just examples, so feel free to tailor your questions around what you want to know about the company culture.

Depending on the time you have left, be ready to pick the most important questions from your list, as you may not have enough time for all of them.

Case studies/ Technical assessments

Expectedly, there will be a part of the process where your skills and knowledge should be tested. If you are an engineer, a technical assessment and/or technical interview is something that you expect.
I vote for Technical Interviews rather than Technical Assessments, but that's something I should cover more in Kiss Your Bad Hiring Goodbye, rather than here.

Case studies, on the other hand, are up for debate lately. Sometimes, during the process, companies would ask you to conduct an assignment, usually related to their actual product or the idea of the product they have. Conducting this part does not guarantee you will be pushed to another stage of the process or be paid for this task.

Does it show how passionate you are about the project? Yes.

Does that fact give you some extra credit? Yes.

Could it be used in the future, even though you are not hired? Yes, technically, but it would be inappropriate.

Does refusing to complete these tasks mean you are done with the process? Yes, most likely.

Whether you want to participate and dedicate your time to finishing these case studies or not is up to you. There are other good ways to test someone's knowledge and skills than giving them "take-home" assignments.
As a talent worker, I am not a fan of Case Studies, they slow down the hiring process a lot, and in the AI era, they make no sense.
However, I would personally conduct them for a company I really like.

Imagining the What-Ifs

What if you realize you didn't ask all your questions during the call?
Depends on the stage of the process you are at. If you are far in the process, you can email your question to the person you spoke to. However, if you just had your introduction call, it is a better idea to wait for the next one.

What if the process is slow?
You can easily experience a slow interview process when interviewing for a start-up. If you have had a call already, know that your patience is greatly appreciated, but you can follow up after a week of not receiving any feedback. This, however, does not apply if you sent your application and did not speak to anyone. No need to follow up with the status of your application.

What if you receive a rejection email after you apply?
Nothing. Do nothing. Wait for the next opportunity.

What if you receive a rejection email *after* sharing a few sentences with a recruiter/hiring manager on a platform, but did not conduct an official interview?
You could send a "Thank you for your time looking at my application" message, and ask to stay in touch for future opportunities. You don't have to close any doors behind you.

What if you receive a rejection email after starting the process and conducting a call or two?
You could send an email thanking the team for their time and asking for feedback on what skills you were missing, or simply asking for any tips on how to improve your chances next time. Do not get offended if you hear that they can't share any feedback. It is nothing personal, simply some companies have a policy of not sharing feedback with candidates. I understand that these rejection emails and news are never pleasant and not something you hoped for, but you do not want to close any doors behind you, as mentioned above already- stay focused, polite, and open-minded.

What if you are ghosted after the call?
Follow up via email after a few days.

Part V - Conclusion

Summary

"The question is not what Bitcoin can do for you, but what you can do for Bitcoin."
-R0ckstar

While it's true that Bitcoin doesn't need us, there's another side to the story: the Bitcoin industry does need us. Every individual has the power to help grow this ecosystem and contribute to building a better future.

There's no one-size-fits-all path to landing your first Bitcoin-only job. It's a unique blend of effort, skills, contributions, community, timing and yes, definitely luck. And since I can't speak to your luck, I'll just say this: prepare for a wild, rewarding ride. Be patient, stay consistent, and keep moving forward.

Here's a summary of the key elements that can help you on your journey:

- Be willing to work on projects: paid or voluntary. Every bit of experience counts.
- Contribute to open-source projects, especially those aligned with your skills or interests.
- Pursue opportunities to build and grow within the Bitcoin industry.
- Engage with the community. Talk to people, ask questions, and build connections.
- Network, network, network.
- Write cover letters. They matter in this industry.
- Keep your CV and LinkedIn profile sharp and up to date. You never know who's looking.
- LinkedIn can be your CV, and your tool for visibility and opportunity. But so can Nostr.
- Show your passion. Enthusiasm is a signal, not a weakness.
- Step outside your comfort zone. Say yes to conversations, collaborations, and chances to grow.
- Be authentic. Your voice, story, and values matter in this space.
- Be patient. Good things take time, and Bitcoin is here to stay.

Throughout this guide, we've discussed the unique skill sets required, the rapidly evolving nature of the Bitcoin industry, and the incredible potential for both personal and professional growth.

To those who are brave enough to take the leap, this guide is meant to be a supportive companion on your journey to landing your first Bitcoin-only role.
As Bitcoiners, we rarely lack motivation, but we do face real challenges when navigating this space professionally. That's why it's so important to talk about these things openly, to share our experiences, and to help each other wherever we can.

If there's anything this guide didn't cover, or if you just want to connect - don't hesitate to reach out on social media. The Bitcoin community thrives on collaboration, and your questions are always welcome.

Credits and shoutouts

Having ideas is great, but working alone is not.

This is a special "Thank you" note to:

- Marce, for doing her PR and Marketing magic, and for being an awesome friend.
- Doe, for creating my perfect landing page and website, for fulfilling our wishes and demands, without complaints, and trust me, we can be a pain.
- Tanel, for designing, re-designing, and perfecting our ideas, while he quietly judged the number of messages we could send per minute in the group chat.
- Last, but not least, Martell Fox, for her advice and support

None of this would have been possible if it weren't for the amazing, talented people to helped me bring this to you.

Thank you for reading through to the end, everyone. See you out there!

Stay humble, stack sats. (and Network!)

Thunder!