

Setting Up Payment Methods

The easiest way to get paid is via PayPal.

You can accept other forms of payment, such as a check or electronic transfers. I just found PayPal to be easy and trusted.

The two types of payments you will commonly need are:

- a. One Time Payment
- b. Monthly Recurring Payment

Note: You may need a business PayPal account to use certain features.

Instagram is used as an **example** for this tutorial. Be sure to customize your buttons and invoices for the service you are offering!

Creating A One-Time Payment Link on PayPal

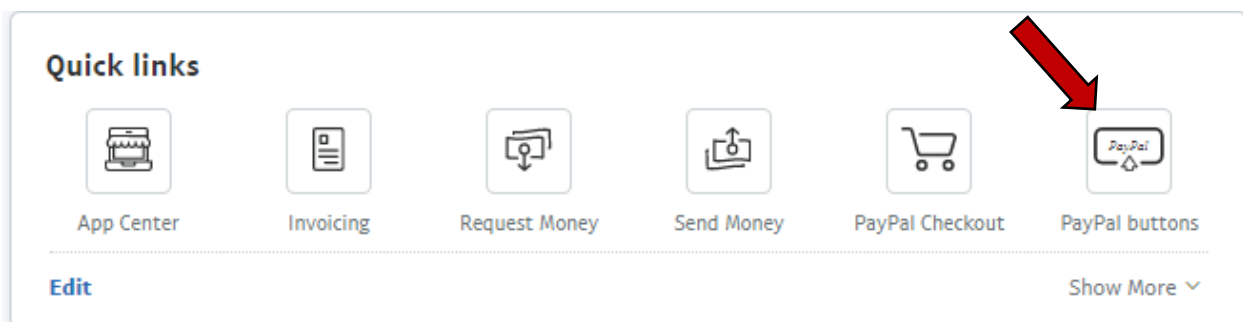
For fixed payments, you can send a buy link or button placed on a checkout page.

For dynamic payments where the price fluctuates, it is often just easier to send an invoice.

PayPal offers us option for both buttons and invoices, and with just a few minutes of setup, we can be ready to accept payment.

Log into PayPal.com and **click** “PayPal Buttons” in the “Quick Links” section or go to www.paypal.com/buttons/

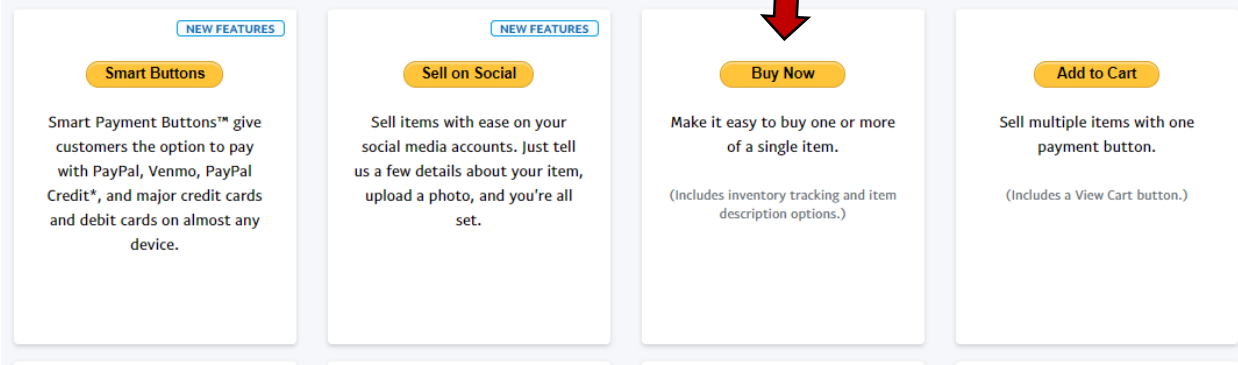
Buttons may be visible in PayPal’s new quick links bar, or you will need to add it there for the future by clicking “edit” on the lower left.



Select “Buy Now”

Which button would you like to add?

Select the one you need and we'll guide you through an easy set up.



On the next screen (called STEP 1), set the following:

Item Name = Instagram Initial Setup

Item ID = IGRMKTG

Item ID helps you track sales. Notice it is an abbreviation of Instagram Marketing. You could also add letters or words here to help you track the service at a glance on records.

Price = enter the price for the initial setup (\$500)

Next, click STEP 2 and make sure “Save button at PayPal” is checked.

Now, click STEP 3 and just notice the section called:

“Take customers to this URL when they finish checkout”

This is the “thank you” page URL that will be served post-checkout.

If you use one (you don’t have to), you can send them to a page that sets expectations and/or upsells them on other offers & services.

▼ Step 3: Customize advanced features (optional)

Customize checkout pages

If you are an advanced user, you can customize checkout pages for your customers, streamline checkout, and more in this section.

Do you want to let your customer change order quantities?

☐ Yes
☒ No

Can your customer add special instructions in a message to you?

☒ Yes
Name of message box (40-character limit)

☐ No

Do you need your customer's shipping address?

☒ Yes
☐ No

☐ Take customers to this URL when they cancel their checkout

Example: <https://www.mystore.com/cancel>

☐ Take customers to this URL when they finish checkout

Example: <https://www.mystore.com/success>

You do not need their shipping address.

If you want to get creative, you can add a cancel-checkout page, which can help you capture lost clientele.

Now, **click CREATE.**

On the next page, you will get the Buy Button Code for embedding on webpages (which I don't recommend you use!)

Click the EMAIL TAB and grab the EMAIL BUY LINK.

You can use this link in emails or add it to a much nicer looking button on your website.

Website Button Code

Website

Email

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post" target="_top">
<input type="hidden" name="cmd" value="_s-xclick">
<input type="hidden" name="button_id" value="
<input type="hidden" name="src" value="https://www.paypalobjects.com/en_US/i/btn/btn_buynowCC_LG.gif" border="0" name="submit" alt="PayPal - The safer, easier way to pay"/>
```

Select Code

[Go back to edit this button](#)

Buyer's View

Buy Now

VISA

MasterCard

Discover

Amex

Paycom

Email Buy Link

Website

Email

```
https://www.paypal.com/cgi-bin/webscr?cmd=_s-xclick&hosted_button_id=QXHS
```

Select Code

[Go back to edit this button](#)

You can use a service like www.clickmeter.com to pretty up your links with friendly redirects and make them links on your domain.

Example:

<http://links.example.com/setup/> would redirect to your email buy link.

This way you're not sending this big ugly string of text in your email when asking for payment. You can also use another link shortener service but be mindful of who you use.

Such shorteners are often abused and get your emails labeled as spam.

Repeat this setup for other one-time payment services you are offering.

We discussed these in the start of this chapter.

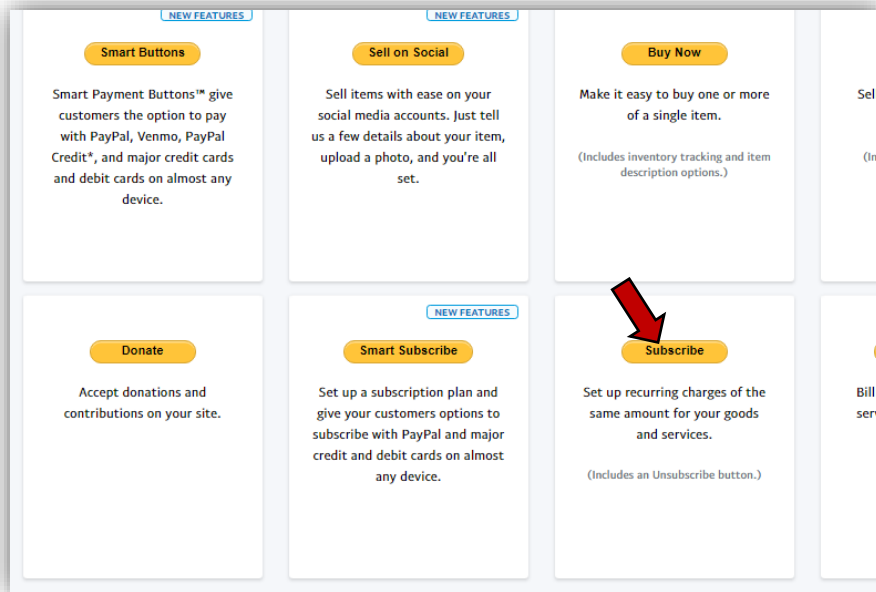
Record each link to a notepad or text document so you have them when you need them.

Creating A Monthly Recurring Charge

The next payment link we need to make is the recurring payment for monthly Instagram management.

Go to <https://www.paypal.com/buttons/> and select “Subscribe.”

Note: You may need a business PayPal account to use certain features.



On the next page, set the following:

Button Type:	Subscriptions
Item Name:	Instagram Monthly Management
Subscription ID:	IGMM1 (optional, helps you track orders)
Billing Amt Each Month:	\$500.00
Billing Cycle:	1 month
Cycles Until Stop:	Never

*If you'd like to add a thank you page after checkout, go to STEP 3 of this button process on PayPal and check the box that says:

“Take customers to this URL when they finish checkout.”

Then add the URL to the thank you page you wish to use.

Finally, Click **CREATE**.

▼ Step 1: Choose a button type and enter your payment details

Choose a button type [Which button should I choose?](#)

Subscriptions ▼

Note: [Go to My saved buttons](#) to create a new button similar to an existing one.

Item name Subscription ID (optional) [What's this?](#)

Instagram Monthly Management IGMM1

Currency

USD ▼

Customize button


☐ Add a dropdown menu with prices and options [Example](#)

☐ Add a dropdown menu [Example](#)

☐ Add text field [Example](#)

► [Customize text or appearance](#) (optional)

Your customer's view



☐ Have PayPal create user names and passwords for customers [What's this?](#)

Notes: [IPN and server modifications required.](#)
Auto Return is not compatible with this feature.

Billing amount each cycle

500.00 USD

Billing cycle

1 ▼ month(s) ▼

After how many cycles should billing stop?

Never ▼

☐ I want to offer a trial period

Merchant account IDs [Learn more](#)

☒ Use my secure merchant account ID

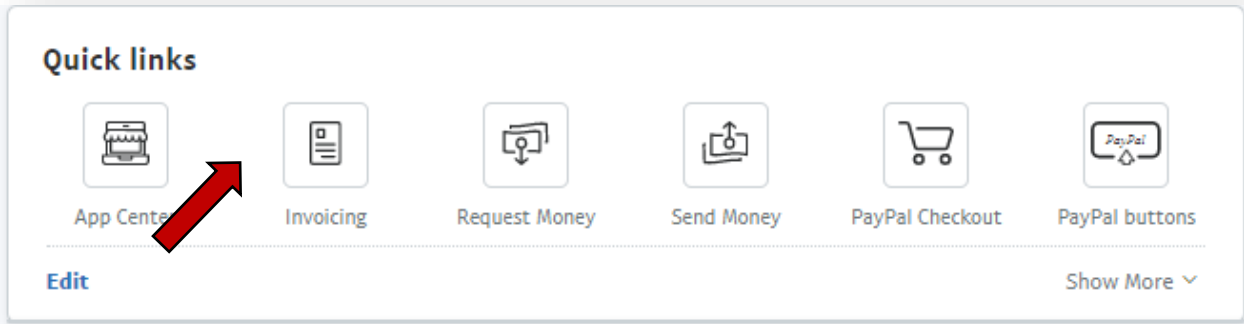
Once you **click Create**, and just like the previous buttons, you'll get a screen with the website button code and an Email link.

Record those links to your notepad or text document.

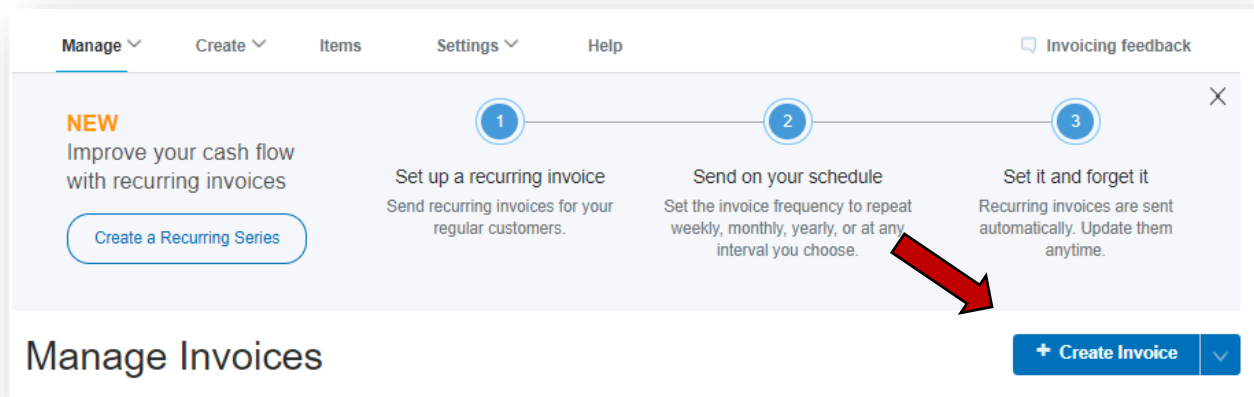
Invoicing Clients

You will often get invoicing requests from your clientele. In truth, most clients should get regular invoices.

PayPal makes this easy for us, too.



Click the **Create Invoice** button.



On the next screen, you can customize and send the invoice. See the next page for a breakdown...

Create Invoice

[Preview](#)
[Send](#)
[Save as draft](#)

[\[+\] My business information](#)
[Edit](#)

Due date Due on receipt

Type: Goods: Digital goods

Bill to: Email address or name

Cc: Email addresses

Customize
Quantity
Add/remove detail
USD - U.S. Dollars

Description	Quantity	Price	Tax	Amount
Item name	1	0.00	No tax	\$0.00
Enter detailed description (optional)				
+ Add another line item				

Enter the item description and price:
Instagram Setup
Monthly Holiday Packages

Subtotal			\$0.00
Discount	0	%	\$0.00
Shipping			\$0.00
Total			\$0.00 USD

☐ Allow customer to add a tip.

Select Digital Goods and enter the client email address.

To see what your invoice looks like, click “Preview”

When you’re ready to send, click the SEND button to fire it off!

The client can now pay online and have a copy of their invoice automatically.

Once in the system, you also now can track it and offer payment options.