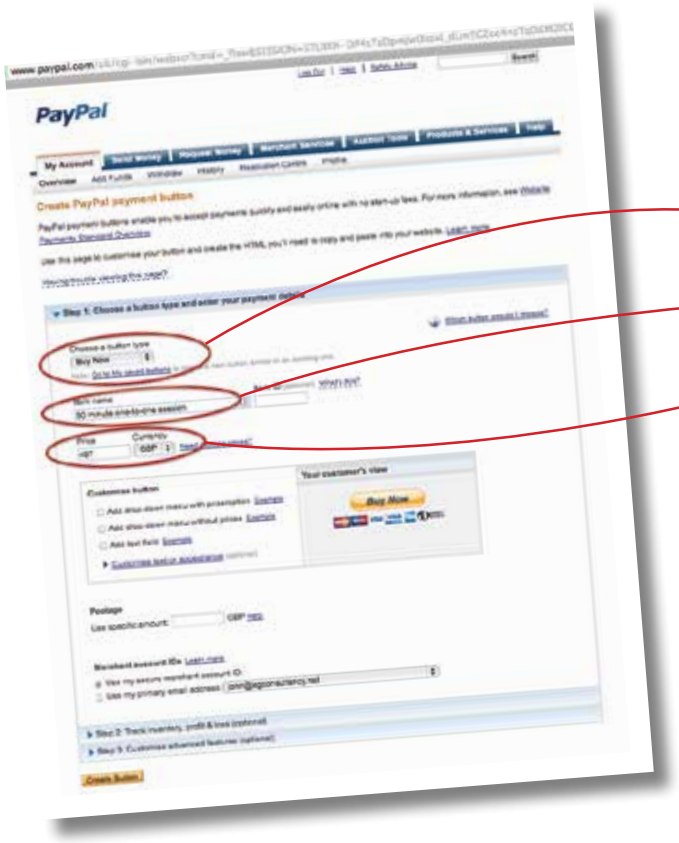
10 MINUTE GUIDE:
CREATING A PAYPAL BUY BUTTON



1. One of the simplest ways to start taking money on your website is to add a PayPal button.

2. Any PayPal account can take money when the buyer uses their PayPal balance but a Personal account will be very limited in the methods and amounts of payment you can receive. You should therefore consider upgrading your account to a Premier or Business account (there is no upgrade fee). In Premier and Business accounts you can also create subscriptions that automatically charge people a set amount each month – eg for a membership

3. To upgrade, sign in to PayPal and visit your account page. Click the "Upgrade Account" link and follow the instructions provided. You'll be able to choose which type of account you want. A Business account additionally allows you to include your business name on your customers' credit card statements.

4. To create a Paypal buy button login to your account and under Profile go to My Selling Preferences. In the Selling Online section, choose Paypal buttons – Update to go to the My Saved Buttons page and choose the Create new button option.

5. On the Create PayPal payment button page under Step One, choose button type Buy Now

6. Under Item name give the name of what you're selling eg "50 minute one-to-one consultation"

7. Enter the price and check the currency is set to what you want to use (normally the currency of your own country)

8. You can change the button displayed (eg the language used) under Customise text or appearance. Ignore everything else including Postage (unless it's a physical product you need to post).

9. You shouldn't need to change anything in Step 2 or 3. So just click Create Button at the bottom of the page. (Your button will also be saved so that you can edit it later or create another button that is similar.)

10. On the button code page there are 2 options for how to use the button. The Website option gives you HTML code you can copy & paste into your website but this can cause problems unless you paste it into a widget in your sidebar. Instead, I tend to use the Email option that gives you a simple buy link. You can then apply this link just like any other link on your website to a line of text (eg Click here to book your place) or to a buy button image of your choice like this one:

PayPal™

Buy Now

You can find the buy button image shown here at: http://bit.ly/buynowcc

If you get stuck, our tech expert Jason Kruger can set you up a buy button for a very modest fee. Just email him on jason@jasonkruger.com to find out more.