

Setting up Your Payment Page In Paypal.

I've been asked by a few people how to set up a payment page in paypal. It's actually very easy, but like anything else, it's only easy if you know how to do it!

I've put together these step by step instructions for you to follow and hopefully you should be up and running in a matter of minutes.

To start with, please make sure you have built your download page and have uploaded it to your server. I've put the URL to a sample download page in the member's area which you are welcome to use as a template.

Obviously you will need to ensure you've personalised it. Oh and don't forget to upload your ebook or report (Or whatever it is you're selling) and embed your links. There's no point in sending someone to a download page if there's nothing to download!!!

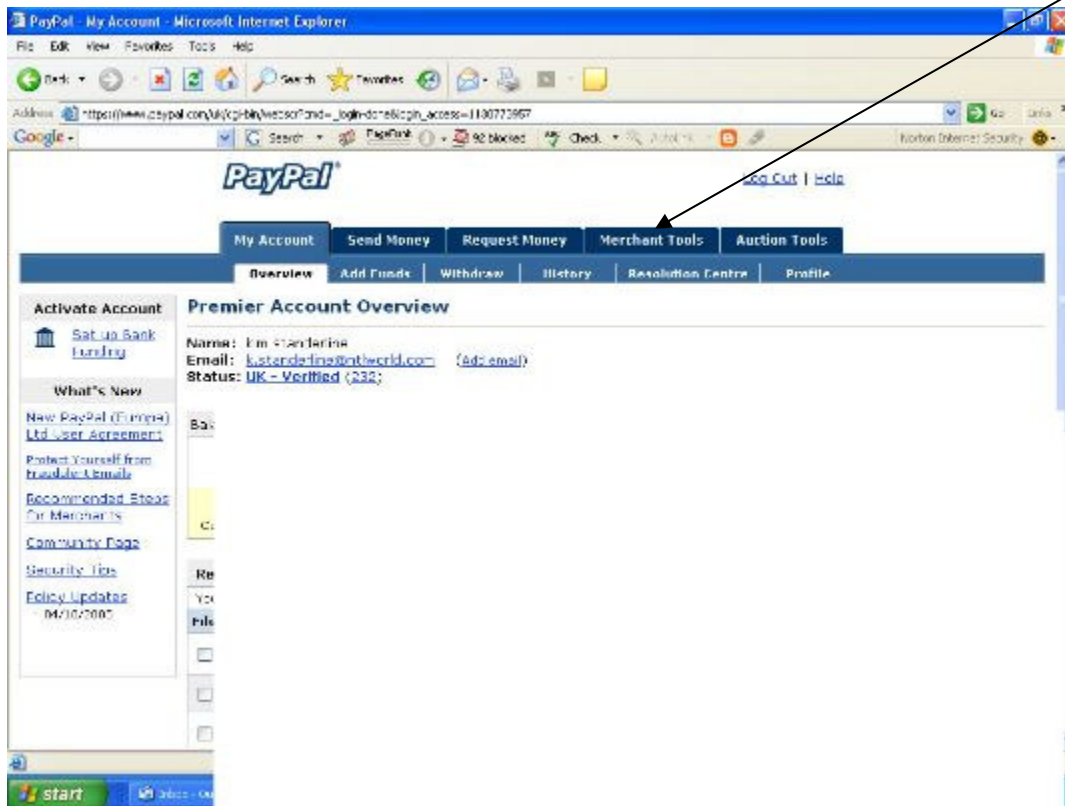
I would suggest you leave your download page open in your browser whilst creating your buy now buttons in paypal as you will need to copy and paste the URL.

Just whilst we're on the subject of downloads, I've also been asked why it's necessary to zip folders up to download. Well it's not strictly necessary especially if it's not a large document, but do remember there are still people out there who still use dial up to access the Internet.

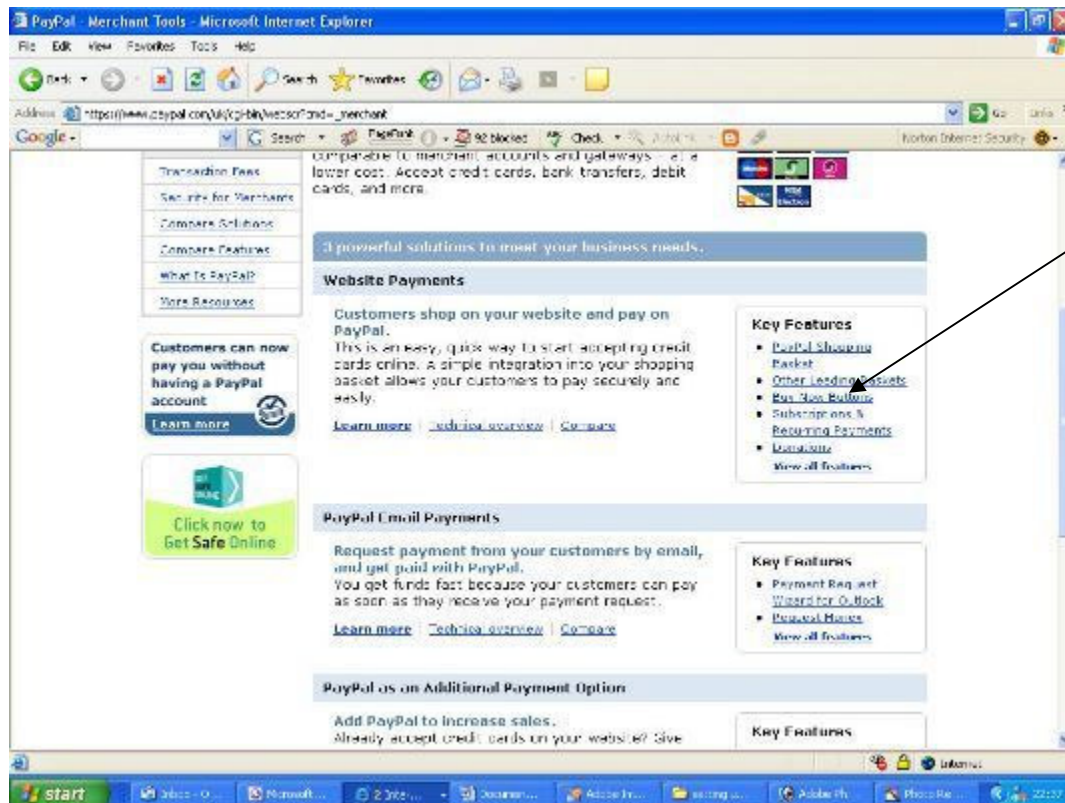
If you have ever tried downloading anything on dial up, you'll know it's dire. You should always make things as easy as possible for your customers which is why on the download template, I've given customers step by step instructions on how to download their product.

Setting up a payment page in paypal is easy, and once you've done it the first time, you'll have no problems on subsequent occasions. Whilst I think about it, please don't try and accept credit cards with a personal account, (You can't), you must upgrade to a business account. Once you've done that, I suggest you follow my step by step instructions below.

Firstly you need to log into your paypal account and go to merchant tools on the menu at the top. (I've pointed to it with the arrow.



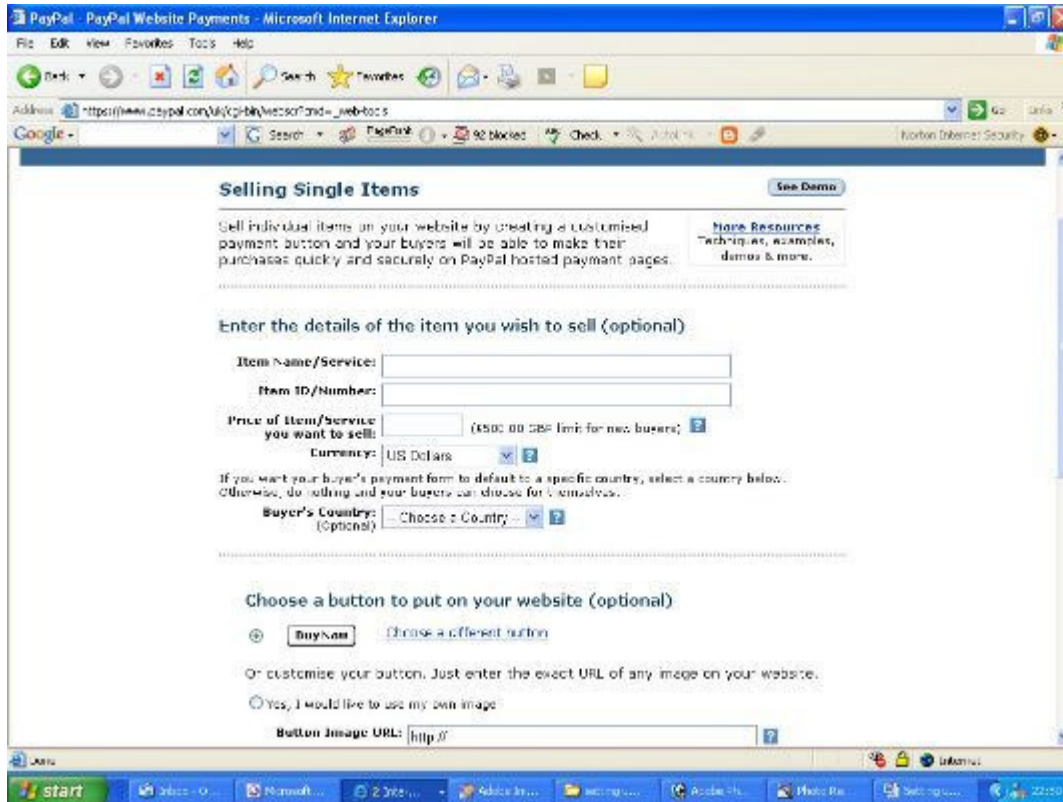
Once you've clicked onto merchant tools, you come to the next page



The screen shot above isn't very clear so I've put an arrow against the link you need to use (It's the "Buy now buttons" on the right hand side), Click on the link to be taken to the next page.

On screenshot 3 below, you need to add the details of the product you are selling, i.e. the name of your ebook.

This is inserted where it says Item id number/service. It does say it's optional to use this feature, but it looks much more professional if you do. (Don't forget to add the price and the currency you will be using, it defaults to dollars),

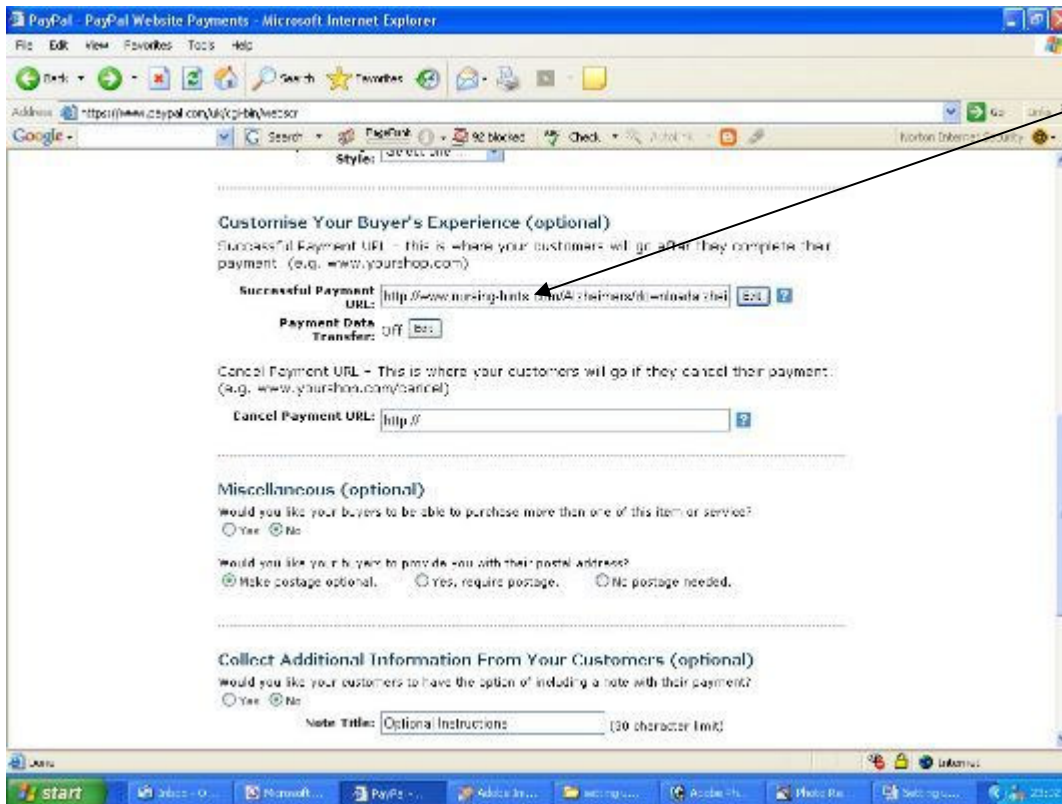


Then scroll down and choose a paypal button. I would just use the simple Buy Now Button for a first attempt so you don't get confused. (You can always play with the different buttons later).

It's not shown in the screen shot, but at the bottom of the page, it gives you the option to "create button now, or more options"

If you want to add a download page where your customers will be taken once they have bought your product, you need to press the "add more options" button. If you don't wish to add a download page, you can create your button now.

Once you've pressed the **"add more" button**, scroll down the page until you come to this section. (Don't worry about any of the other options at the moment, you can play with them later). **Successful payment URL**



Where it says Successful payment URL, press the edit button and paste in the URL of your download page. (You should have created and uploaded this earlier).

Don't bother with any of the other options, just scroll down and make sure your correct email address is added at the bottom of the page where you would like to be notified of any payments made.

At the bottom of the page, you are asked to "create your button now"

Press the link and you will be taken to the next page which has the html you need to use. Copy and paste it into your sales page and hey presto you have a viable link to sell your product!

Voila you just set up your first paypal payment link.

Unfortunately the only downside to paypal is you can't test your links yourself to make sure they work. (Paypal won't let you).

What I would suggest you do is either do your first one for a penny and get someone you trust to buy your product for that penny so you can test whether they were sent to the download page ok, (We did this when testing the script for niche health products), or if you don't want to go to the bother of having to then re-create your button at the proper price, get someone to buy your product and then refund them.

Happy selling

Kim