

# **All About PayPal**

## **By Sunny Suggs! Yay!**

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Purchaser or Reader of these materials. Any perceived slights of specific people or organizations are unintentional.

If you're going to have a business online, big or small... there's no getting around this: You must have a PayPal account. PayPal is the easiest, most effective method of transferring money online today.

There are some things you need to know about managing your PayPal account, however... and that's what you'll see in this report.

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Probably the most confusing thing for people, are subscription payments. There are many websites in our Internet Marketing World that you can sign up for a subscription of some sort. Whether it be a monthly subscription to Instant Banner Creator, or an upgraded membership in a Traffic Exchange like [BootScootinTraffic](#).

Here we'll go through the signup process, so you'll know exactly what you'll see in PayPal.

When you signup for [Instant Banner Creator](#) (the best banner making website in the world, btw), you have options to get Upgraded memberships. This upgrade allows you to earn more commissions when you refer others, and you get free run of the site... allowing you to use hundreds of templates. But.. I digress.

Okay, so let's signup for an Instant Banner Creator upgrade. Log into Instant Banner Creator... <http://instantbannercreator.com/>.



After you login... you'll see the "Upgrade" tab at the top. Click it. Then, you'll see the awesome offer Soren and John have for you.

**But From This Page Today Only, You Get All Of This For... ~~\$19.97~~ Just \$14.97/Month**

Sign Up For This Amazing Upgrade Offer By Clicking The Secure Order Link Below.

**Yes, John & Soren! I Want To Unlock The Full Potential Of Instant Banner Creator.**

**And I Fully Understand That By Clicking The Button Below I Will Secure Full Access To All The Upgrade Features And Bonuses & That I Will Lock In This Low Price For Life, As Long As I Keep My Upgrade!**

**ORDER NOW!**

5/31

Let's sign up for this one. When I click the "Order Now!" button, I come to this page.

**Soren Jordansen** ← #1

Enter Payment Information PayPal Secure Payments

PayPal securely processes payments for your merchant, **Soren Jordansen**. To continue, please enter the required information below. [Learn more](#) about PayPal.

Subscription To	Terms	Amount
Upgraded	\$14.97 USD for each month	\$14.97 USD

PayPal Checkout

Pay fast with PayPal. It's free and private: merchants never see your financial info.

**PayPal**

Email:   
Password:   
[Forgot email address or password?](#)

Don't have a PayPal account? [Use your credit card or bank account \(where available\).](#)

#2 points to the Terms column in the table.  
#3 points to the Amount column in the table.

#1 - You'll see the seller's Name, or website here.

#2 - The Terms of your order.

#3 - How much you will be paying right now, if you continue.

The yellow highlighted area is where you need to login to PayPal.

I've seen many variations on this page... but these 4 things are always there, when everything's working right. If you don't see all of those things, and you're using NoScript for Firefox - you have more to learn about the net. After this lesson, I suggest you hurry over to [All About Addons](#), and download the ebook, "NoMore NoScript". Eek... again.. I digress.

Okay, so log into your paypal account.

**Soren Jordansen** ← #1

Review Your Payment PayPal Secure Payments

Subscription To	Terms	Amount
Upgraded	\$14.97 USD for each month Effective Date: Dec. 22, 2008	\$14.97 USD

Review the payment details and click **Pay** to complete your secure payment. Visit [Funding Sources](#) to learn more about PayPal policies and your payment source rights and remedies, or to change debit card processing options.

Seller Information

Seller Name  
Soren Jordansen

#2 points to the Terms column in the table.  
#3 points to the Amount column in the table.

Again, if everything's going right, you'll see these things.

#1 - You'll see the seller's Name, or website here.

#2 - The Terms of your order.

#3 - How much you will be paying right now, if you continue.

This is where you choose to pay, or cancel the process.

After you click the pay button, you'll see this screen.

"You have Successfully Signed Up"

**Soren Jordansen**

You have Successfully Signed Up

PayPal Secure Payments

Below are your subscription details

Subscription To	Terms	Amount
Upgraded	\$14.97 USD for each month Effective Date: Dec. 22, 2008	\$14.97 USD

Note

The details of this transaction are stored in your PayPal account for easy access anytime. For details login to [www.paypal.com](http://www.paypal.com)

Contact Information

Business Name: Soren Jordansen  
Contact Email: [admin@dragonsurf.biz](mailto:admin@dragonsurf.biz)  
Contact Phone: +45 21489095

Return To Merchant

You can then click the "Return to Merchant" button, to start making Banners!

Now, with all this information, you are considered to be someone that "Knows what they purchased".

Just because you delete your account at Instant Banner Creator, does **NOT** mean you've canceled your subscription with PayPal! What PayPal does, is keep track of payments, for you and the buyers. PayPal and buyers do not communicate about people who delete their accounts with websites.

Sometimes, well, most of the time, if you delete your account with a website, the owner does not even know that you've done so.

So... if you choose to delete your account, and you have a subscription to that website, you must go to PayPal, and stop that subscription as well. I'm going to say that again!

If you choose to delete your account, and you have a subscription to that website, you must go to PayPal, and **stop that subscription** as well.

Here's how we do that.

Login to PayPal.

Payment	To	Soren Jordansen	Dec. 22, 2008	Completed	<a href="#">Details</a>		-\$14.97 USD	\$0.00 USD
Subscription Creation	To	Soren Jordansen	Dec. 22, 2008	Active	<a href="#">Details</a>	...	...	...

Here you'll see the payment we made, and the "Subscription Creation". It has a link to the right that says "Details"... let's click on that, in the Subscription Creation line.

## Transaction Details

**Subscription Payment Sent** (Unique Transaction ID #48F69427Y91036017)  
In reference to: [S-97K9192532088335J](#)

**Business Name:** Soren Jordansen  
**Email:** [paypal@dragonsurf.biz](mailto:paypal@dragonsurf.biz)

---

**Business Contact Information**

**Customer Service URL:** <http://dragonsurf.biz>  
**Customer Service Email:** [admin@dragonsurf.biz](mailto:admin@dragonsurf.biz)  
**Customer Service Phone:** +45 21489095

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**Total Amount:** -\$14.97 USD  
**Fee:** \$0.00 USD  
**Total:** -\$14.97 USD

This is what you'll see... the details of the payment. Next, click on that big series of numbers and letters that starts with an "S". That's your subscription number.

## Subscription Details

Subscription# S-97K9192532088335J  
([Questions about this subscription? Contact us.](#))

**Name:** Soren Jordansen (The recipient of this subscription is **Non-U.S. - Verified**)  
**Email:** paypal@dragonsurf.biz

**Subscription Date:** Dec. 31, 2008  
**Time:** 13:00:32 PST  
**Status:** Active

#1

**Next Payment Date:** Jan. 31, 2009  
**Amount:** \$14.97 USD

**Subscription Terms:**  
\$14.97 USD for each month

#2

### Business Contact Information

**Email:** admin@dragonsurf.biz

At the top of this page, you see #1... "Status: Active". That means the subscription will continue, until you stop it.

#2 is the terms of the subscription. How much you'll pay, and how often.

Item Name: Upgraded  
Item Number: MEMB-6

**Subscription Funding Source:**

eCheck

Direct Debit This payment may not be funded with direct debit or bank funding. [Learn More](#)

Credit Card

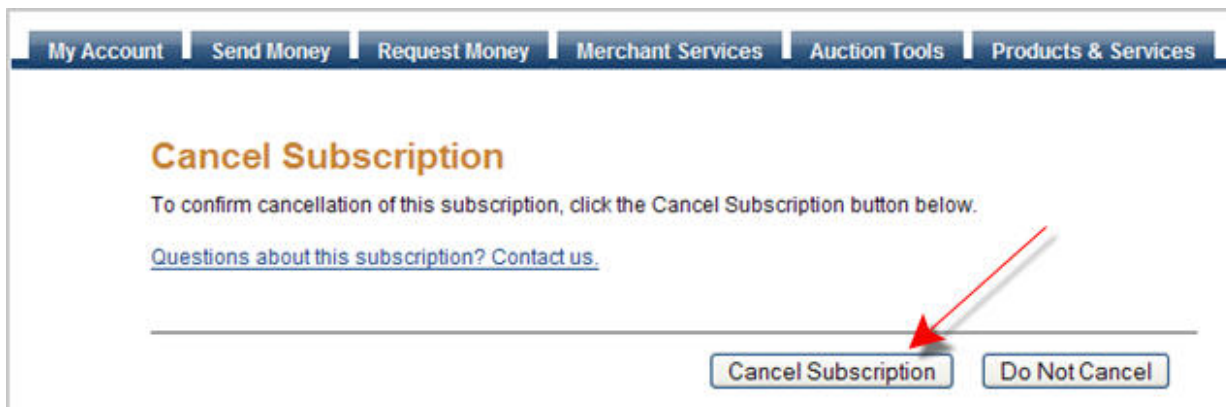
Ship to:

**Subscription Address:**  No shipping address required

---

As we scroll down the page, you'll see how you paid, your subscription address, and then 3 buttons. Update Information, Cancel Subscription, and Return to Log.

The "Cancel Subscription" button is what you press to cancel your subscription.



You'll then be asked to confirm that you want to cancel. If so, press the Cancel Subscription button again.



Here you'll see that the subscription has been canceled, and the status has also changed to "Canceled"

## OTOs

When you first join a site, you're likely to see some offers for upgrading. Some might be yearly subscriptions, some monthly. Some are just a one time purchase. It's important that you read the terms carefully.

Most Internet Marketers aren't trying to "rip you off" with fine print. All the marketers I know are very specific in their delivery of the sales page, it's up to you to read, and know those details.

For instance....

when you log into Instant Banner Creator, the first offer you'll see is for a Lifetime Upgraded membership. It's a One Time Offer, however, so if you choose not to purchase, you'll never see that offer again.

Since it does say "Lifetime"... you will not be charged again ever from this website for this purchase.



**Sign Up For This Amazing One Time Offer By Clicking The Secure Order Link Below.**

**Yes, John & Soren! I Want To Unlock The Full Potential Of Instant Banner Creator.**

**And I Fully Understand That By Clicking The Button Below I Will Secure A Life Time Upgrade At The Lowest Possible Price. I Get Everything... And Never Have To Pay Again!**

**ORDER NOW!**

See? It says "Never Have To Pay Again".

Another example of a One Time Offer is this... notice the phrases I've highlighted below:

Sign Up For This Amazing One Time Offer By Clicking The Secure Order Link Below.

**Yes, John & Soren!** I Want To Unlock The Full Potential Of Instant Banner Creator.

And I Fully Understand That By Clicking The Button Below I Will Secure A Massive 25% Discount On My Monthly Upgrade & That I Will Lock In That Low Price For Life, As Long As I Keep My Upgrade!

**ORDER NOW!**



This is a Monthly Upgrade, which means each month you'll be paying the price you sign up for. Offers that are shown in One Time Offers are always lower than the price they'll offer in the inside of the website. Just remember, it's a recurring payment!

**But From This Page Today Only, You Get All Of This For... ~~\$19.97~~ \$1**

Sign Up For This Amazing Free Trial Offer By Clicking The Secure Order Link Below.

**Yes, John & Soren!** I Want To Take Advantage Of This Amazing Trial Offer & Unlock The Full Potential Of Instant Banner Creator Today.

And I Fully Understand That By Clicking The Button Below I Will Secure My 1 Month Trial For Just \$1 & That I Will Lock In The 25% Discount For Life... As Long As I Keep My Upgrade!

**ORDER NOW!**



Yep, you get the full upgraded version with access to all the features... You can make animated graphics... You get all the preloaded graphics and templates, plus all the bonuses. When you take the...

**\$1 TRIAL OFFER!**  
 (\$1 for 1 month - \$9.97 each month thereafter)

That is a 25% discount off of the standard monthly fee EVERY MONTH for as long as you stay upgraded.

**ORDER NOW!**

**Not Available Anywhere Else  
 Once You Leave This Page**

**And even though you just pay \$1 today - You get access to everything you see below!**

This is a different offer... you'll get 1 month for \$1, BUT... the next month and every month there after is \$9.99. don't be confused by this... this is not a \$1 a month forever offer!

Further up the page, it says it again. See the green highlighted text?

Even when you go to purchase this order, you will see the terms again, in PayPal.

Subscription To	Terms	Amount
Trial_OTO	\$1.00 USD for the first month Then \$9.97 USD for each month	\$1.00 USD

As you can see here... It's a subscription. Its terms are "\$1.00 for the first month, then \$9.97 USD for each month."

This is a fabulous offer, in that you have 30 days to try out Instant Banner Creator, with all the upgraded features available!

There are also a lot of Traffic Exchanges that have a Free Upgrade for a month, and then a discounted price for each following month.

For instance, BootScotinTraffic has an offer, where you can get the first month FREE, and then 9.99 every month after.

What you'll see at PayPal is this:


Terms	Amount
\$0.01 USD for the first 30 days Then \$9.99 USD for each 30 days	\$0.01 USD

It only charges you one cent at first, and then 30 days later, you **will be charged** \$9.99, unless you cancel your subscription before that 30 days is up.

Something that I might mention... If you take one of these "Free for the first month" offers... and then cancel immediately... chances are your upgrade will be canceled as well. Give it more than a day to decide!

### How to use a credit card, instead of your PayPal account -

## Advertising Know-How

**Review your payment** 

If the information below is correct, click **Pay Now** to complete your payment.

Visit [Funding Sources](#) to learn more about PayPal policies and your payment source rights and remedies, or to change debit card processing options.

Description	Unit Price	Quantity	Amount
5000 Page Views Item # 36	\$49.70	1	\$49.70

**Total: \$49.70 USD**

[Enter gift certificate, reward, or discount](#)

**Pay Now**

Here I am... buying 5000 credits at Advertising Know-How. If I scroll down the page, I see this:

Payment Method: PayPal Balance \$49.70 USD

[Change](#)

[Pay Now](#)

When I click the "Change" link,

This payment can only be funded with eCheck or credit card. [Learn More](#) [\[ Add Credit Card \]](#)

Instant Transfer: **#1** Washington Mutual Checking (Confirmed) xxxxxx4993

- No finance charges or bills to pay
- Withdraws directly from your bank account
- Payments are completed immediately
- [See Details](#)

eCheck: Washington Mutual Checking (Confirmed) xxxxxx4993 **#2**

- eChecks take 3-5 business days to process (estimated: 1/6/2009-1/8/2009).
- We advise merchants not to ship items until they receive payment.

Credit / Debit Card: **#3**

MasterCard /ATM Debit Card XXXX-XXXX-XXXX-0018  
MasterCard /ATM Debit Card XXXX-XXXX-XXXX-0018  
Visa Card XXXX-XXXX-XXXX-9984  
Visa Card XXXX-XXXX-XXXX-5321  
MasterCard Card XXXX-XXXX-XXXX-0759

[Continue](#) [Cancel](#)

We can choose from whatever payment options we've told PayPal about. Either eCheck, or a Credit or Debit Card. Choose the radio button, then choose the account or card you want to use, and press "Continue".

Enter gift certificate, reward, or discount [Pay Now](#)

Payment Method: PayPal Balance

Credit/Debit Card : Visa XXXX-XXXX-XXXX-9984

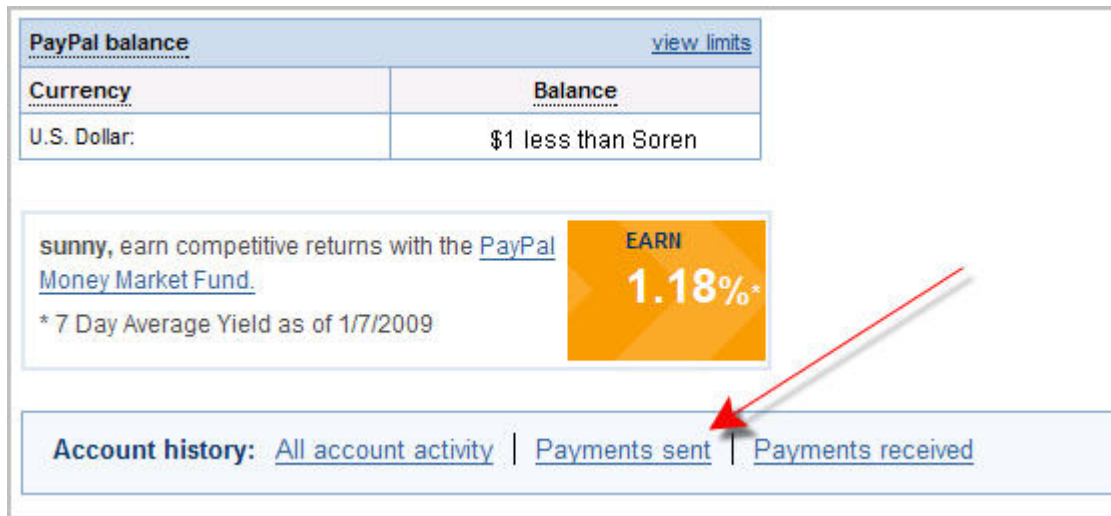
This credit card transaction will appear on your bill as "AKH MEDIA".

[Change](#)

Here you can see, that it will be paid with the credit card I chose.

## Find out WHAT you're subscribed to!

Log into PayPal -



The screenshot shows the PayPal account balance page. At the top, it displays the "PayPal balance" with a "view limits" link. Below this is a table with two columns: "Currency" and "Balance". The first row shows "U.S. Dollar:" and "\$1 less than Soren".

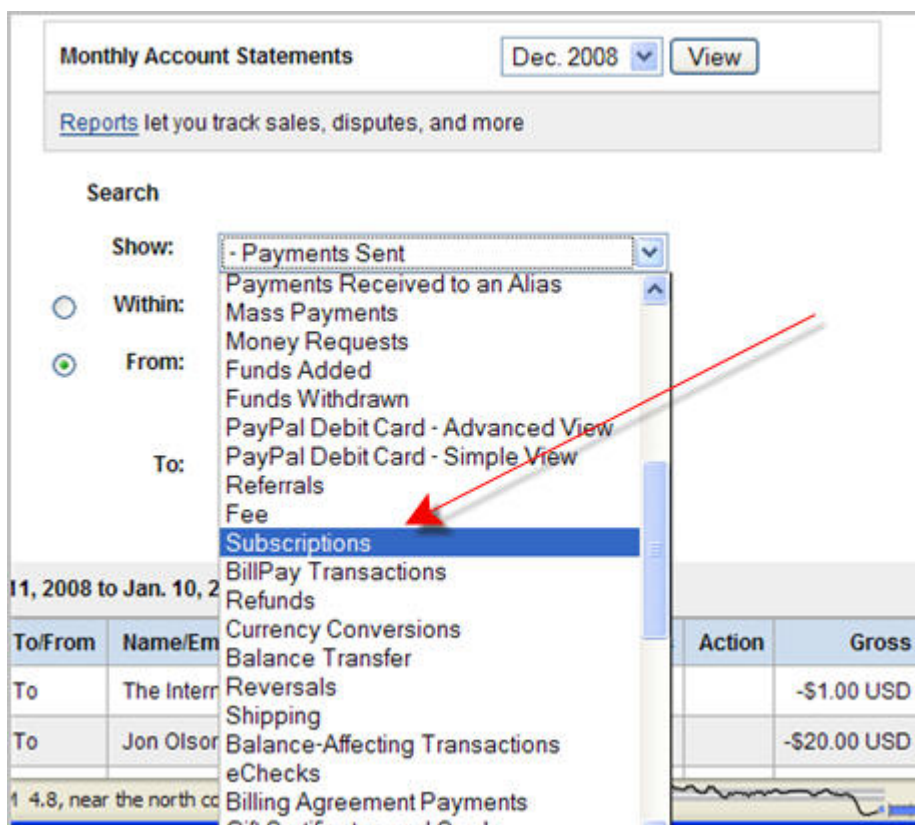
Below the table is a promotional banner for the "PayPal Money Market Fund" with an "EARN 1.18%\*" badge. A note below the banner states "\* 7 Day Average Yield as of 1/7/2009".

At the bottom, there is an "Account history" section with three links: "All account activity", "Payments sent", and "Payments received". A red arrow points to the "Payments sent" link.

Currency	Balance
U.S. Dollar:	\$1 less than Soren

and click on the "Payments Sent" link.

Yes, it does show you a list of all the payments, but lets look at Subscriptions specifically.



The screenshot shows the "Monthly Account Statements" page for December 2008. A "View" button is visible. Below the header, there is a "Search" section with a "Show:" dropdown menu. The dropdown menu is open, showing a list of transaction categories. The "Subscriptions" category is highlighted in blue. A red arrow points to the "Subscriptions" option.

Below the search section, there is a table with columns "To/From" and "Name/Em". The table shows transactions from "11, 2008 to Jan. 10, 2009".

To/From	Name/Em
To	The Intern
To	Jon Olsor

Below the table, there is a table with columns "Action" and "Gross". The table shows transactions with gross amounts of "\$-1.00 USD" and "\$-20.00 USD".

Action	Gross
	-\$1.00 USD
	-\$20.00 USD

Click on the dropdown box, and you'll see many options. Choose "Subscriptions".

Then what time period you want to see... PayPal defaults to the last 30 days, so we'll stay with that, and click "Search". You also have the option of seeing entries within the last day, week, month and year.

Search

Show: Subscriptions

Within: The Past Day

From: The Past Day, The Past Week, The Past Month, The Past Year

To: 1 / 10 / 2009  
Month Day Year

Search

Subscriptions from Dec. 11, 2008 to Jan. 10, 2009 < PREV NEXT >

Date	Type	To/From	Name/Email	Status	Details	Action	Gross	Fee	Net Amount
Jan. 2, 2009	Subscription Creation	To	Guido Nussbaum	Active	<a href="#">Details</a>		...	...	...
Jan. 2, 2009	Subscription Creation	To	Michael Paetzold	Active	<a href="#">Details</a>		...	...	...

Here I see 2 of the subscriptions I've created... and by clicking the "Details" link, I can view the specifics of them.

Also, by clicking "Advanced Search" I can search for payments I've made by name, or email address.

My Account Send Money Request Money Merchant Services Auction Tools Products &

Overview Add Funds Withdraw History Resolution Center Profile

History

Basic Search

Advanced Search

Download My History

Search

Search For: [ ] In: Email

Within: The Past Day

From: 12 / 11 / 2008  
Month Day Year

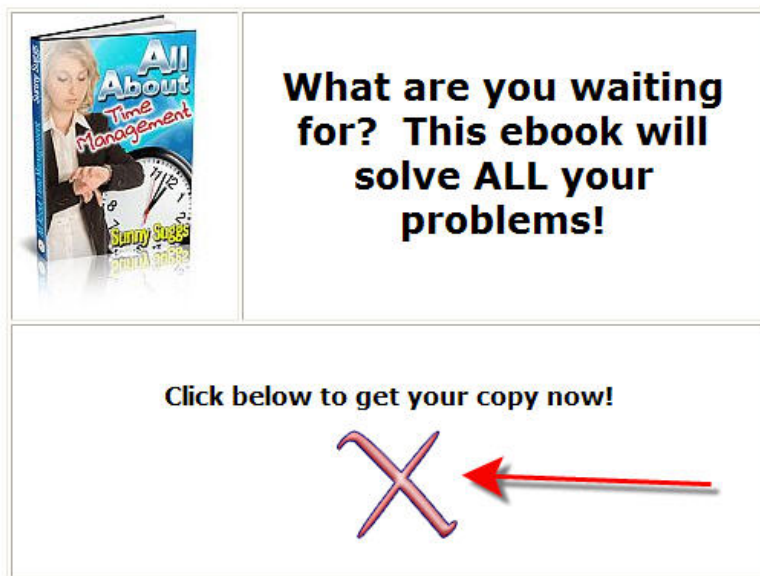
To: 1 / 10 / 2009  
Month Day Year

Email  
Transaction ID  
Last Name  
Last Name, First Name  
Receipt ID  
Invoice ID  
Auction Item Number  
Billing Agreement  
Profile ID

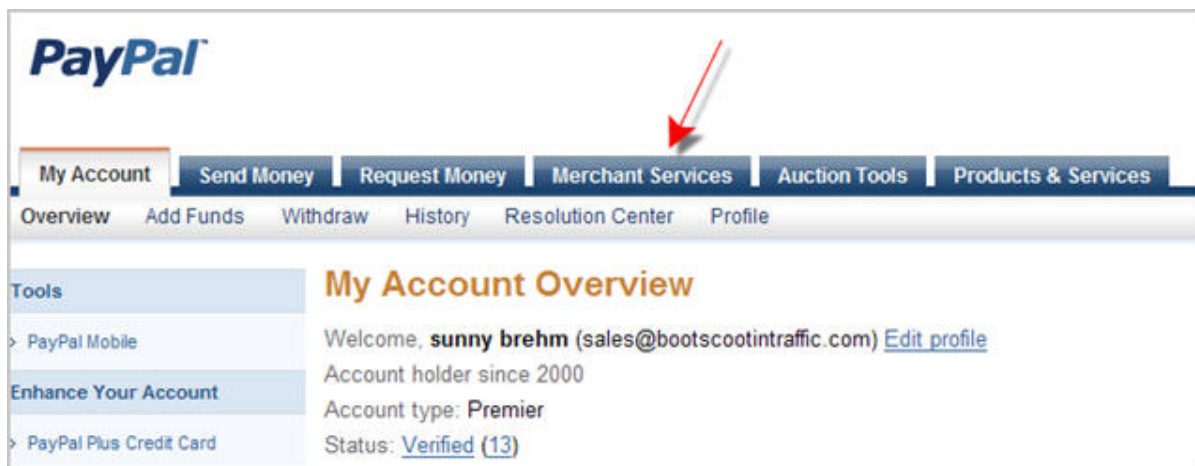
## Making a Payment Button -

One of the easiest things to do is make your own payment button. It's one of the funnest things, when people start using it!

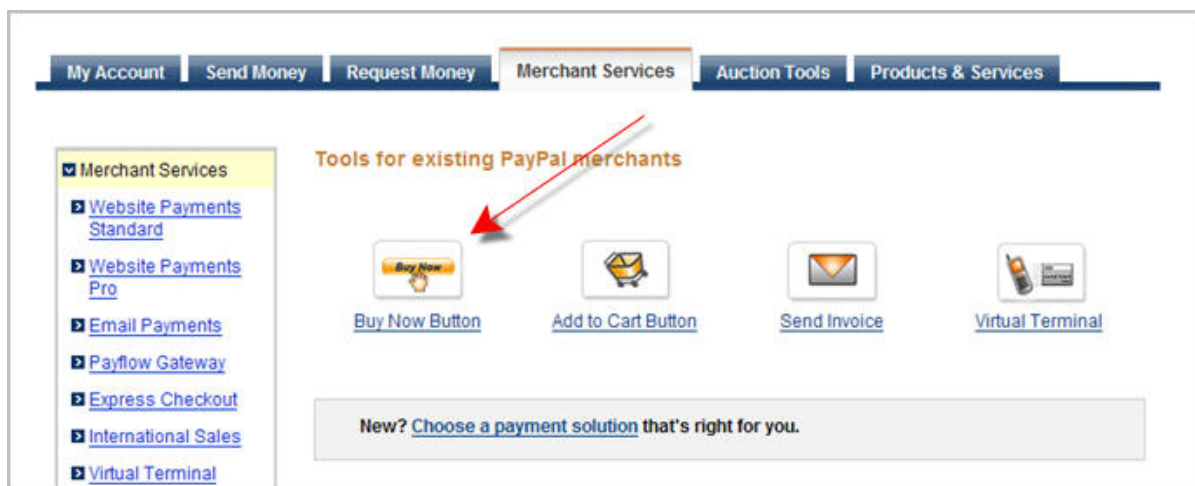
Say you have a website set up, to sell an ebook for \$7.



That big red X is where we want to put a button.. but how?



Go to your PayPal account, and click on the "Merchant Services" Tab.



Then click on the "Buy Now Button". See? Easy so far.

▼ Step 1: Choose button type and enter payment details

Accept payments for  
Products

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

Do you want your customers to buy multiple products before they check out?

Yes; create an "Add to Cart" button. [Learn more](#)

No; create a "Buy Now" button. [Learn more](#)

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

Price  Currency  [Need multiple prices?](#)

[View example button](#)

PayPal takes you step by step through the process.

So, first, we'll decide what we're accepting payments for. We have a choice!

▼ Step 1: Choose button type and enter payment details

Accept payments for

Products

Products

Services

Subscriptions and recurring billing

Donations

Gift certificates

No; create a "Buy Now" button. [Learn more](#)

We can choose Products, Services, Subscriptions, or Donations. The ebook in our example, is a product.

Our next task is to choose "Buy Now Button"... since this isn't a Shopping Cart type site.

Accept payments for

Products

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

Do you want your customers to buy multiple products before they check out?

Yes; create an "Add to Cart" button. [Learn more](#)

No; create a "Buy Now" button. [Learn more](#)

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

Price  Currency  [Need multiple prices?](#)

Then, we enter the item name. Ours will be "All About Time Management eBook". The Item ID is to use when you want to use PayPal's inventory management system... which we don't need for our example.

▼ Step 1: Choose button type and enter payment details

Accept payments for

Products

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

Do you want your customers to buy multiple products before they check out?

Yes; create an "Add to Cart" button. [Learn more](#)

No; create a "Buy Now" button. [Learn more](#)

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

Price  Currency  [Need multiple prices?](#)

And then the price. We'll use \$7.00.

The screenshot shows a configuration interface for an eBook. At the top, there are two input fields: 'Item name' containing 'All About Time Management eBook' and 'Item ID (optional)' which is empty. Below these are 'Price' (7.00) and 'Currency' (USD) dropdown menus, with a 'Need multiple prices?' link. The interface is split into two panels. The left panel, 'Customize button', has three unchecked checkboxes: 'Add drop-down menu with price/option', 'Add drop-down menu without prices', and 'Add text field'. Below them is a 'Customize appearance' link with a right-pointing arrow. The right panel, 'Buyer's View', shows a preview of a yellow 'Buy Now' button with credit card logos (MasterCard, VISA, American Express, Discover, BANK) underneath. A red arrow points from the 'Buy Now' button in the preview to the 'Buy Now' button in the 'Customize appearance' section of the left panel.

This is how our button will look! Woohoo!

This screenshot shows the 'Customize appearance' section expanded. It features a radio button for 'PayPal button' (selected) and three unchecked checkboxes: 'Use smaller button', 'Display credit card logos', and 'Country and language for button'. The 'Country and language for button' dropdown is set to 'United States - U.S. English'. Below that, the 'Select button text' dropdown is set to 'Buy Now'. At the bottom, there is an unselected radio button for 'Use your own button image' with a 'What's this?' link. Red arrows point from the 'Customize appearance' link in the previous screenshot to this section, and from the 'Display credit card logos' checkbox to the credit card logos in the 'Buyer's View' preview on the right. Another red arrow points from the 'Buy Now' dropdown to the 'Buy Now' text on the preview button.

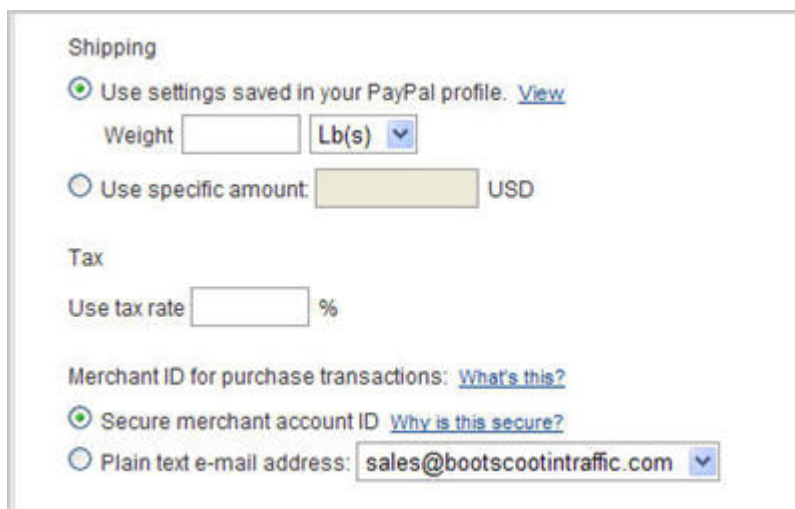
When you click "Customize Appearance"... you have lots of options.

The first 3 checkboxes, we won't need for this example.. but it's something you can play with when you're making your own buttons later.

You can use a smaller button, and even take off the credit card images.

Here also, you can either set the button to say "Buy Now" or "Pay Now".

And Yes! You can even use your own button image! (we'll get to that in a minute.)



The screenshot shows a configuration form with the following sections:

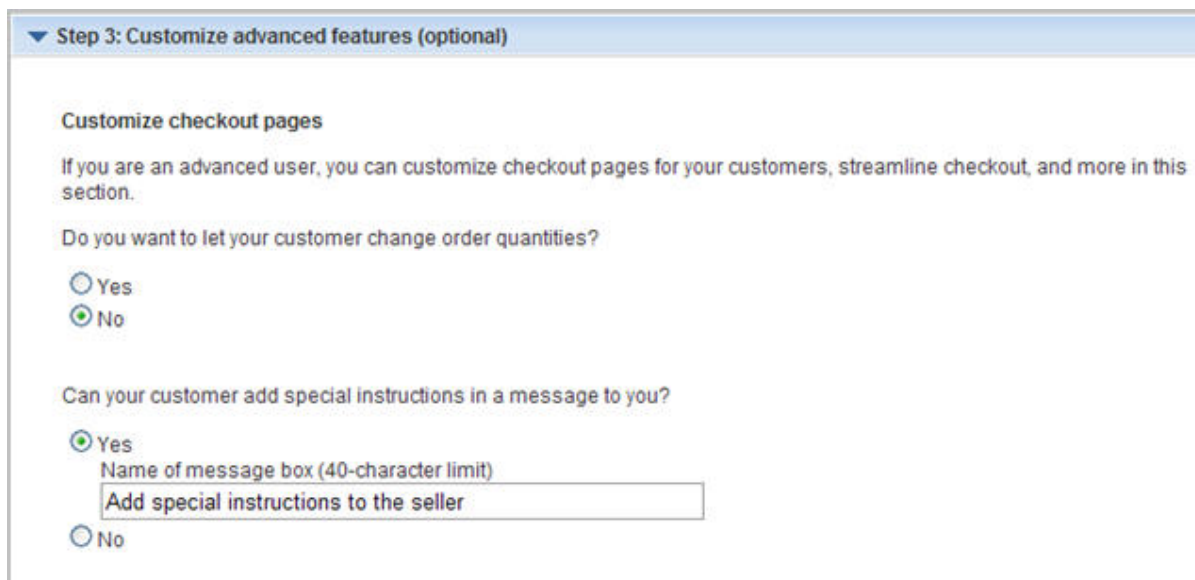
- Shipping:** A radio button is selected for "Use settings saved in your PayPal profile. [View](#)". Below it is a "Weight" input field and a "Lb(s)" dropdown menu. Another radio button is unselected for "Use specific amount: [input field] USD".
- Tax:** A label "Tax" is followed by "Use tax rate [input field] %".
- Merchant ID for purchase transactions:** A link "[What's this?](#)" is present. A radio button is selected for "Secure merchant account ID [Why is this secure?](#)". Another radio button is unselected for "Plain text e-mail address: sales@bootscootintraffic.com [dropdown menu]".

For an ebook... we don't need shipping or tax. So we don't need to bother with this part.

Merchant ID for purchase transactions, however... we do want to bother with. PayPal suggests we use the "Secure merchant account ID", rather than the Plain text e-mail address. Spammers can search websites, and find the "Plain text email addresses"... but not the Merchant account IDs.

Step 2 is all about inventory.. and we don't have that with ebooks. Or, at least not these ebooks. =)

Step 3 is about customization... and is a very important part of the sales process.



The screenshot shows a section titled "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
- No

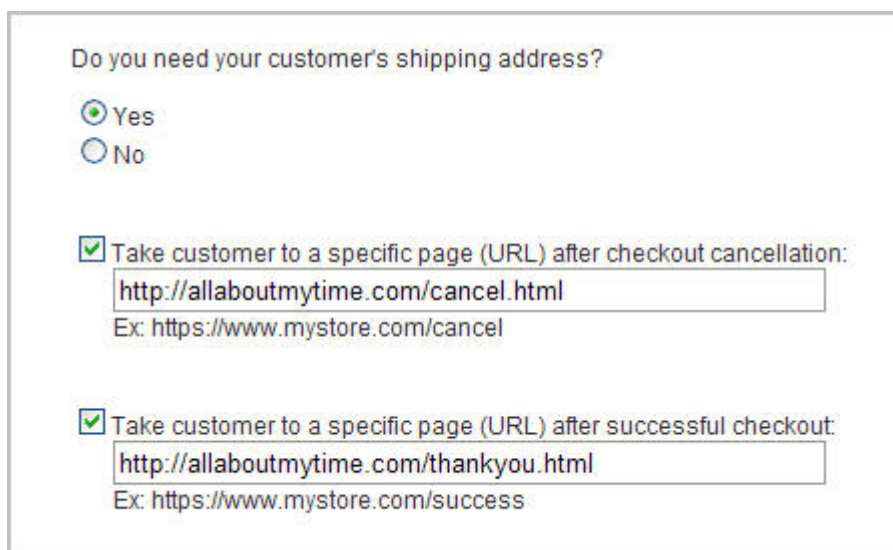
Name of message box (40-character limit)

Add special instructions to the seller [input field]

There's no need for our customers to buy more than one ebook, so we can choose "No" here.

There's really no need for them to give us any special instructions, either. "No" can be chosen here, as well.

This next section is the important one. Asking for addresses, is a great way to follow up with your customers. Why? SendOutCards, that's why.



Do you need your customer's shipping address?

Yes  
 No

Take customer to a specific page (URL) after checkout cancellation:  
  
Ex: https://www.mystore.com/cancel

Take customer to a specific page (URL) after successful checkout:  
  
Ex: https://www.mystore.com/success

SendOutCards allows you to send a personalized greeting card to anyone you want! It's one thing to get an email from somebody saying "Thank you"... but a real live card, straight to their house? Amazing. Try it out by clicking here. =)

Oops... Sorry. That's the sales person in me... this is supposed to just be an informative book, right? Okay.

Next is a checkbox, next to "Take customer to a specific page (URL) after checkout cancellation." This, and "Take customer to a specific page (URL) after successful checkout" are crucial.

When a potential customer cancels, it could be for a number of reasons. Maybe the price was too high for them right then. Maybe they were just checking to see how much it was. Whatever the reason, you don't want to lose contact with them. Maybe you could give them another offer, for the same product? Or, maybe just an invitation to join your list!

The other box... "Take customer to a specific page (URL) after successful checkout" is where you want them to go after they pay. Nothing worse than paying for something... then not being able to figure out what's next.

That page might be the download.. or returns them to the membership site, but most important of all, give them a bonus on it! Monetizing those pages are the key to successful campaigns!

Some "Unannounced Bonuses" I use...

Jon Olson's [Pizza Plan](#)

Soren Jordansen's [IM SuccessFormula](#)

Cindy Battye's [Daily Niche Idea](#)

Travis Millward's [Networking - The Evolution](#)

Just to name a few.

I get signups EVERY day. Oops.. doin it again, huh. Sorry.

Advanced Variables... are... well... advanced. We don't need them for the purpose of this demonstration... and... I don't know what they are. So there.

**Advanced variables**

Use a line break between the variables you enter below. These variables will be included in your button HTML code.

Add advanced variables

**Example**  
address\_override=1  
notify\_url=https://www.mywebsite.com/PayPal\_IPN  
business\_cs\_email=frank.zweitek@elomenopee.com

[Create Button](#)


But I DO know how to click the "Create Button" Button. Yay!

**You are viewing your button code**

1. Click **Select Code** to select all the button code.
2. **Copy** the code (CTRL+C for Windows, CMD+C for Mac -- or right-click and choose Copy).
3. **Paste** the code into your own code (CTRL+V for Windows, CMD+V for Mac -- or right-click and choose Paste).

[Tutorial](#)

**Website** **Email**

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post">
<input type="hidden" name="cmd" value="_s-xclick">
<input type="hidden" name="hosted_button_id" value="2272098">
<input type="image"
src="https://www.paypal.com/en_US/i/btn/btn_buynowCC_LG.gif"
border="0" name="submit" alt="">
                                                                            | <h2>What are you waiting for? This ebook will solve ALL your problems!</h2> |
| <p>Click below to get your copy now!</p> <p style="font-size: 2em;">I </p> |                                                                             |

I use Trellian Webpage to make my webpages... I put my cursor where I want the button to go... and then go to the Source section of Trellian. That's where all the code is.

```

<TBODY>
<TR>
  <TD><IMG src="http://allaboutmytime.com/images/aatm_ecover_sm.jpg"
    border=0</TD>
  <TD><FONT size=5><STRONG>
    <P align=center>What are you waiting for?&nbsp; This ebook will <BR>solv
    ALL your <BR>problems!</P></STRONG></FONT></TD></TR>
<TR>
  <TD colspan=2>
    <P></P>
    <P align=center><STRONG>Click below to get your copy
    now!<BR></STRONG><BR><BR><BR><BR><BR><BR></P></TD></TR></TBODY></TABLE>

```



And then paste it in, where my cursor was.

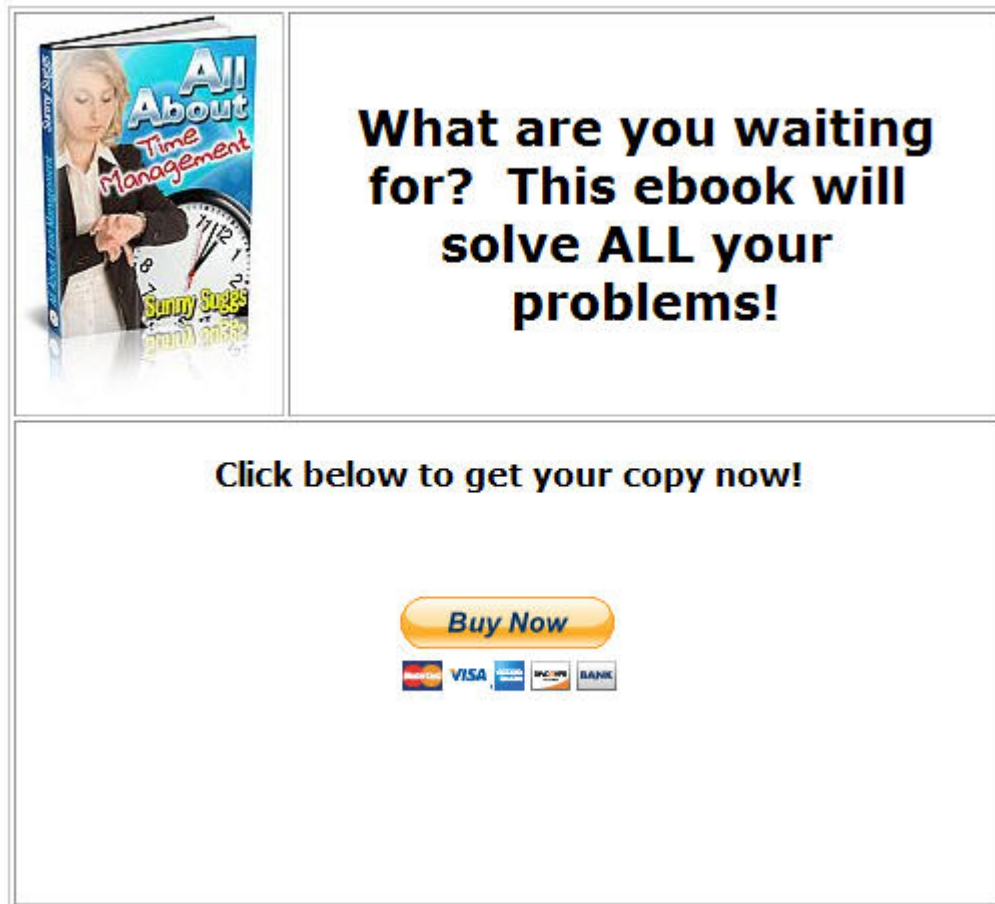
```

<TD colspan=2>
  <P></P>
  <P align=center><STRONG>Click below to get your copy
  now!<BR></STRONG><BR>
  <FORM action=https://www.paypal.com/cgi-bin/webscr method=post><INPUT
  type=hidden value=_s-xclick name=cmd> <INPUT type=hidden value=2272098
  name=hosted_button_id> <INPUT type=image alt=""
  src="https://www.paypal.com/en_US/i/btn/btn_buynowCC_LG.gif" border=0
  name=submit> <IMG height=1 alt=""
  src="https://www.paypal.com/en_US/i/scr/pixel.gif" width=1 border=0>
  </FORM><BR><BR><BR><BR></P></TD></TR></TBODY></TABLE></BODY></HTML>

```

All that part between the <FORM> and the </FORM> is the button code.

When we view it.. it looks like this!



**What are you waiting for? This ebook will solve ALL your problems!**

**Click below to get your copy now!**

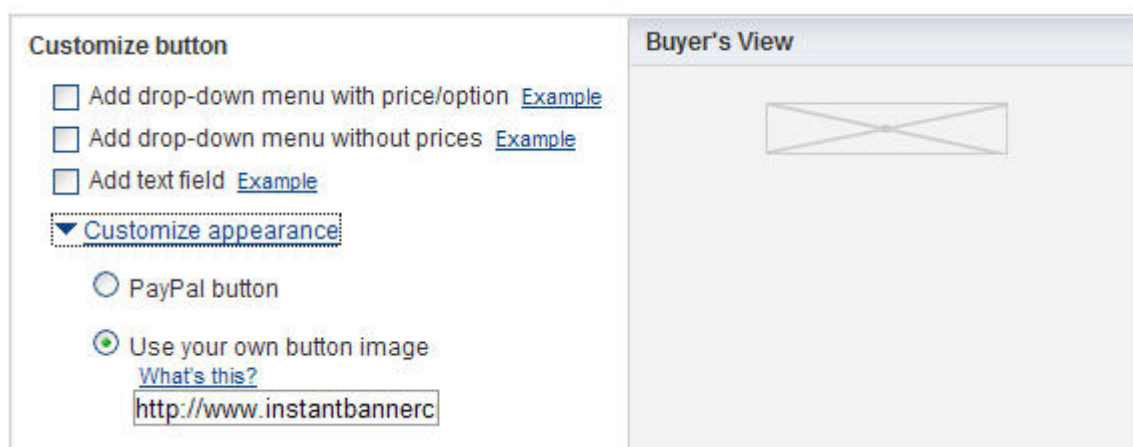
**Buy Now**

MasterCard VISA American Express BANK

Tada!

Okay... so what if I don't like PayPal's button?

In the Customize Button section, if you choose "Use your own button image" you'll see this:



**Customize button**

- Add drop-down menu with price/option [Example](#)
- Add drop-down menu without prices [Example](#)
- Add text field [Example](#)
- ▼ **Customize appearance**
  - PayPal button
  - Use your own button image  
[What's this?](#)

**Buyer's View**

I want to use this button, that I made with Instant Banner Creator.

**Yes! I Want This Now!**

To use our hosting use this link in your HTML:

Enter the site URL that people will go to when they click your button and click update to store it:

Use the following HTML to display the button on your site:

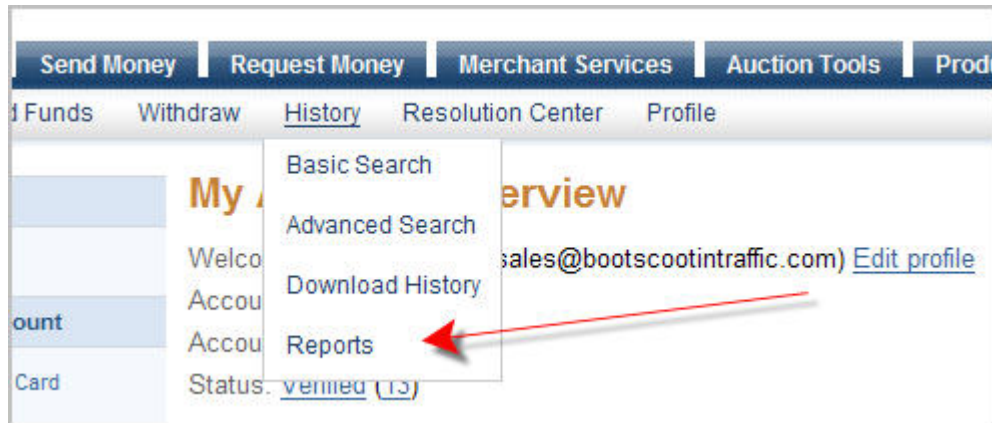
So, all I do is enter the highlighted code in the box. All the other selections will be the same... and I press "Create Button".

I'll copy and paste my code in the right place.. and then I'll get this on my webpage!

|                                                                                    |                                                                                  |
|------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|
|  | <p><b>What are you waiting for? This ebook will solve ALL your problems!</b></p> |
| <p>Click below to get your copy now!</p> <p><b>Yes! I Want This Now!</b></p>       |                                                                                  |

Now it's all ready to start receiving payments!

## Reports -



Under the "History" link, you'll see a dropdown menu that lists things about your payment history. Here we'll go to "Reports".

| Business Overview        |                          |
|--------------------------|--------------------------|
| 12/21/2008-12/27/2008    | <a href="#">\$100.00</a> |
| 12/14/2008-12/20/2008    | <a href="#">\$100.00</a> |
| 12/07/2008-12/13/2008    | <a href="#">\$100.00</a> |
| <b>Dec 2008 Overview</b> | <a href="#">\$100.00</a> |
| Ending Balance           | <a href="#">\$100.00</a> |
| Payments Received        | <a href="#">\$100.00</a> |

All of the dollar amounts are clickable links, and show you a breakdown, or financial statement of the period you choose. I clicked the "Payments Received" link, and came to this:

| Financial Statement from Dec 01 2008 to Dec 31 2008 |       |        |
|-----------------------------------------------------|-------|--------|
| Amounts in USD                                      |       |        |
| <b>Beginning balance</b>                            |       |        |
| <b>Ending balance</b>                               |       |        |
|                                                     | Debit | Credit |
| <b>Sales activity</b>                               |       |        |
| Payments received                                   |       |        |
| Refunds sent                                        |       |        |
| <b>Fees</b>                                         |       |        |
| Payment fees                                        |       |        |
| Refunded Fees                                       |       |        |
| Chargeback fees                                     | 0.00  |        |
| Account Fees Invoice                                | 0.00  |        |
| Other fees                                          |       |        |
| <b>Dispute activity</b>                             |       |        |
| Chargebacks & disputes                              |       |        |
| Dispute reimbursements                              |       |        |

It shows me my beginning and ending balance for the month of December, sales, fees, chargebacks, transfers and purchases.

|                          |                                 |
|--------------------------|---------------------------------|
| <b>Purchase activity</b> | <b><a href="#">\$100.00</a></b> |
| Online payments sent     | <a href="#">\$100.00</a>        |

On my purchases, and the rest of this page, are other links. If I click on "Online Payments sent", I'll see this:

Page 1 of 3    Go To Page     Go

---

**PURCHASE ACTIVITY**

Online Payments Sent

Refunds Received

Debit Card Purchases

Debit Card Returns 0.00

---

**Transaction Details**

| Date      | Type                           | Email                       | Gross Amount            | Fee Amount | Net Amount |
|-----------|--------------------------------|-----------------------------|-------------------------|------------|------------|
| 12/1/2008 | Payment Completed              |                             | <a href="#">-16.10</a>  | 0.00       | -16.10     |
| 12/1/2008 | Payment Completed              |                             | <a href="#">-9.70</a>   | 0.00       | -9.70      |
| 12/1/2008 | Payment Completed              |                             | <a href="#">-17.86</a>  | 0.00       | -17.86     |
| 12/1/2008 | Payment Completed              |                             | <a href="#">-28.08</a>  | 0.00       | -28.08     |
| 12/4/2008 | Payment Completed              | jamisonraymond@gmail.com    | <a href="#">-100.00</a> | 0.00       | -100.00    |
| 12/5/2008 | Payment Completed              | payments@askbobandjohn.com  | <a href="#">-4.97</a>   | 0.00       | -4.97      |
| 12/5/2008 | Payment Completed              | paypal@dragonsurf.biz       | <a href="#">-47.00</a>  | 0.00       | -47.00     |
| 12/5/2008 | Subscription Payment Completed | hitexchangenews@yahoo.com   | <a href="#">-20.00</a>  | 0.00       | -20.00     |
| 12/6/2008 | Subscription Payment Completed | hoganwebsolutions@gmail.com | <a href="#">-14.97</a>  | 0.00       | -14.97     |
| 12/7/2008 | Payment Completed              |                             | <a href="#">-15.50</a>  | 0.00       | -15.50     |
| 12/7/2008 | Subscription Payment Completed | payments@askbobandjohn.com  | <a href="#">-19.97</a>  | 0.00       | -19.97     |

**\*\*gasp!\*\*** it even shows my subscription payments! What a great way to keep up with them!

I can click on that dollar amount, to see the payment details.

**Transaction Details**

**Subscription Payment Sent** (Unique Transaction ID #6UW150720A388042B)  
In reference to: [S-83A52943UK407314P](#)

Transfer to: Jon Olson  
Email: hitexchangenews@yahoo.com

---

Total Amount: -\$20.00 USD  
Fee: \$0.00 USD  
Total: -\$20.00 USD

---

Date: Dec. 5, 2008  
Time: 04:33:35 PST  
Status: Completed

---

Subject: You have sent \$20.00 USD to Jon Olson with PayPal  
Shipping Address: No Address Provided

---

Funding Type: PayPal Funds  
Funding Source: \$20.00 <sup>29/31</sup> PayPal Account

And there's that pesky subscription number, to tell us the details of our subscription WE created. Remember that from earlier? If not... start over =)

There are a bajillion things you can do with these reports... far too many to go into here. But, play around with them... you can choose months, years, custom dates, buyers, sellers... you name it.

### **People posing as PayPal in emails -**

Never ever ever click on a link that says the email is from PayPal. Even though the email might be legitimate and have a real link, you'll be safer to log into PayPal the way you usually do. Scammers try to get you to login to a site that you THINK is PayPal... when you're really just giving them your paypal information. Always check with PayPal in the "Help" section if you have any questions at all. They're always very nice, and do everything they can to help.

I hope this ebook has given you some insight on how to take control of the money part of your business.

As always, you can email me, at [sunny@allaboutpaypal.com](mailto:sunny@allaboutpaypal.com), and I'll do my very best to point you in the right direction.

Thank you for reading!

Sunny Suggs

<http://allaboutpaypal.com/>

<http://allaboutmytime.com/>

<http://allaboutaddons.com/>

<http://bootscootintraffic.com/>

### **Resources!**

Need Traffic to your sites?

I'm the owner of [BootscootinTraffic](http://BootscootinTraffic.com), a manual traffic exchange.

### **Must Have tools for your business:**

[Affiliate Funnel](#)

[The Pizza Plan](#)

[IM Success Formula](#)

[Daily Niche Idea](#)

[Instant Banner Creator](#)

[Instant Squeeze Page Generator](#)

[Splash Page Maker](#)

