

Many writers would like to get into Internet Marketing and sell their resale products or even products they have created for themselves. Although there is a lot of information available to "Newbies" on how to become involved with every area of Internet Marketing; most newbies find themselves completely stumped when it comes to adding even a simple little Paypal "Buy Now" Button on their new sales pages.

When I send authors to Paypal they come back screaming that the service guidelines are incredibly hard to implement, and Paypal doesn't give adequate "how to" information in their FAQ's either. Why would anyone that wants a customer be this hard to deal with? I don't know. But when I came back screaming too, I decided to write a book titled:



[Published by Browzer Books](#)

The first step to creating a Buy Now Button in Paypal is pretty obvious, but because I want this to be thorough, I feel I must include it here. ☺ Simply Log-In to Paypal at:

<https://www.paypal.com/>

After you get past the initial “logging in” screens, you will find yourself at your Account Overview Page. At the TOP of this page, you will see several headers that you can choose from. They look like this:



As you can see from the arrow above, you will want to click on the header that says “Merchant Tools.” This will take you to the actual Merchant Page that allows you to use Paypal on your websites and sales pages. The main Merchant page will look like this:



There are several options on this page to help you completely integrate your sites with Paypal, including Payment Standard, Payment Pro, Email Payments, and more. For now, you will want to stick with the simplest method for creating your Buy Now buttons.

If you scroll down into about the center of the page, you will notice a section that says “Key Features.” This is the easiest way to get to the page that actually builds the buttons. In the picture below, I have an arrow pointing to the link that you will click on:

4 secure solutions to meet your business needs.

PayPal Website Payments Standard

The easy way to get paid

- Start accepting payments today--no approval or shopping cart required
- Customers shop on your website and pay you on PayPal, even without a PayPal account
- No annual commitment required
- No monthly, startup, or cancellation fees
- Optional: Accept credit cards via phone, fax, mail, or in person (monthly fees apply)*

Key Features

- [PayPal Shopping Cart](#)
- [Other Leading Carts](#)
- [Buy Now Buttons](#)
- [Subscriptions & Recurring Payments](#)
- [Donations](#)
- [View all features](#)

[Learn more](#) | [Technical overview](#) | [Compare](#)

About 1/2 Way Down the page you will find the “Key Features” Box. You will want to click on the “Buy Now Buttons” link.

When you click this link, it will take you to a page that looks like this:

PayPal® [Log Out](#) | [Help](#)

[My Account](#) [Send Money](#) [Request Money](#) [Merchant Tools](#) [Auction Tools](#)

Selling Single Items [See Demo](#)

Sell individual items on your website by creating a customized payment button and your buyers will be able to make their purchases quickly and securely on PayPal-hosted payment pages. [More Resources](#)
Techniques, examples, demos & more.

Enter the details of the item you wish to sell (optional)

Item Name/Service:

Item ID/Number:

Price of Item/Service you want to sell: (\$2,000.00 USD limit for new buyers) ?

Currency: U.S. Dollars ?

If you want your buyer's payment form to default to a specific country, select a country below. Otherwise, do nothing and your buyers can choose for themselves.

Buyer's Country: (Optional) -- Choose a Country -- ?

Choose a button to copy to your website (optional)

[Buy Now](#) [Choose a different button](#)

Customize your button by entering the URL of any image on your website.

This is your starting point for creating your new Buy Now button. While this process is very simple, it is pretty detailed and until you are completely proficient with it, it would be best if you follow each step exactly as I have presented them to you. Once you are comfortable with it, there are a few steps that you should not have to make changes to in most cases.

Now, to begin creating your new button, you first need to name your product. I like to name it either the product name, the “package” name, or the promotion/sale name that I am using on my sales page.

This helps keep confusion down among your customers, as they can look at the Product Name on their Paypal receipt and know exactly what they bought or where they got it.

This step looks like this:

Enter the details of the item you wish to sell (optional)

Item Name/Service:

Item ID/Number:

Price of Item/Service you want to sell: (\$2,000.00 USD limit for new buyers) ?

Currency: U.S. Dollars ?

If you want your buyer's payment form to default to a specific country, select a country below. Otherwise, do nothing and your buyers can choose for themselves.

Buyer's Country: (Optional) ?

Place your Item Name here. You can name your item anything you want. I usually keep it the name of my product or promotion.

Next, you will need to put in an Item ID/Number for your product. This is something that either your product will actually have an ID or Number to use or you can just make this up.

I generally take the first letter of each word in my Product Name and add on the year to it with a hyphen in between. This just helps me know what it is when it comes in without having to look at the receipt too closely for the Product Name.

Of course, you can choose to do anything you want here:

Enter the details of the item you wish to sell (optional)

Item Name/Service:

Item ID/Number:

Price of Item/Service you want to sell: (\$2,000.00 USD limit for new buyers) ?

Currency: U.S. Dollars ?

If you want your buyer's payment form to default to a specific country, select a country below. Otherwise, do nothing and your buyers can choose for themselves.

Buyer's Country: (Optional) ?

I like to make up an Item ID/Number by taking the first letter of each word in my product name and then adding the year to it. You can do this however you want to, it doesn't matter what you choose.

The next you want to add is your price amount.

The only thing to really keep in mind here is that if you are selling for \$27, you only have to put in 27. However, if you are selling for \$9.97, you will want to include the decimal point and put 9.97 in the box.

Never put in the dollar sign (\$) because **Paypal automatically takes care of this for you.**

Enter the details of the item you wish to sell (optional)

Item Name/Service:	<input type="text" value="Put Your Item Name Here (Whatever You Want)"/>
Item ID/Number:	<input type="text" value="Make Up An Item ID/Number (Such As PYINH-2006)"/>
Price of Item/Service you want to sell:	<input type="text" value="9.97"/> (\$2,000.00 USD limit for new buyers) ?
Currency:	<input type="text" value="U.S. Dollars"/> ?

If you want your buyer's payment form to default to a specific country, select a country below. Otherwise, do nothing and your buyers can choose for themselves.

Buyer's Country: (Optional)	<input type="text" value="-- Choose a Country --"/> ?
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Input the price you are charging for your product here. Remember to check the placement of your decimal point. If you are charging \$27.00 you only have to put 27 in this field.

At this point, you can usually go on to the next section because this will automatically default to your Currency and Country in most cases. Since this is the first time you are setting up a Buy Now button, you should at least check to make sure the correct currency is chosen. You don't want to be charging someone Pounds Sterling (UK) if you live in the USA.

The "Buyer's Country" section is optional and I generally never use this. If you are targeting a specific country with your marketing efforts however, you may want to choose that country in the drop down box. This will cause the buyer to always see the specific payment form that matches that country. As stated before, it is optional but can be beneficial. See the picture below to clarify:

Enter the details of the item you wish to sell (optional)

Item Name/Service:	<input type="text" value="Put Your Item Name Here (Whatever You Want)"/>
Item ID/Number:	<input type="text" value="Make Up An Item ID/Number (Such As PYINH-2006)"/>
Price of Item/Service you want to sell:	<input type="text" value="9.97"/> (\$2,000.00 USD limit for new buyers) ?
Currency:	<input type="text" value="U.S. Dollars"/> ?

If you want your buyer's payment form to default to a specific country, select a country below. Otherwise, do nothing and your buyers can choose for themselves.

Buyer's Country: (Optional)	<input type="text" value="-- Choose a Country --"/> ?
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Choose your Currency you expect payment in based on your country.

You can choose to have Paypal to default to a specific country as well.

After you have all of your product information and pricing set in the previous section, you are now ready to move on to choose what your new button is going to look like. Of course, you can choose the standard “Buy Now” button that is selected by default (you can see this in the picture below) or you can also choose from several other pre-built buttons that Paypal has available to you. To choose another button version, click on the “Choose a different button” link.

Choose a button to copy to your website (optional)

Buy Now [Choose a different button](#) ←

Customize your button by entering the URL of any image on your website.

Yes, use my custom image

Button Image URL: ?

Choose to use the default “Buy Now” Button or you can choose one of the other available Paypal Buttons available by clicking the link.

When you click the “Choose a different button” link, you will be taken to a page with all of the pre-built buttons on it for you to choose from. After you make your choice, just click the “Continue” button to go back to the previous page you were working on.

Here’s a picture of that page:

Single-Item Buttons

Choose a button to put on your website (optional)

Buy Now    

Choose whatever button you prefer and click the “Continue” button to go back to the set up screen. ←

You also have the option of using a Custom Button that you have had created for you or that may have come with the sales page of your resale rights product. If this is the case, you will want to choose the “Yes, use my custom image” option and put the URL that leads to your custom image in the box as show below.

Choose a button to copy to your website (optional)

Buy Now [Choose a different button](#)

Customize your button by entering the URL of any image on your website.

Yes, use my custom image

Button Image URL: [?](#)

You can also choose to use your own custom button by putting the URL that leads to your button inside this box.

Once you have chosen how to set up the look of your new button, now you need to decide if you want to “Encrypt” your payment button or not. In almost every case I can think of, you want to choose “YES” and have Paypal encrypt your button. This will make it entirely too difficult for someone to come along and find your download page through the code on your sales page. To keep things easier and to protect your product, just let this default to Yes.

Security Settings
Safeguard your transactions by creating encrypted buttons. Encryption secures your item's price and other details from being altered by a third party.

Note: Selecting encryption makes some button fields on the **Add More Options** page unavailable (e.g., option fields).

Note: Selecting encryption means an email link will not be generated.

Click **Yes** to encrypt your payment button. [?](#)

Yes No

Usually you will want to let this default to “YES” and choose to encrypt your button.

Now, you are at the bottom of this initial set-up page. You will notice that it gives you the option of creating your button now or adding more options. In most cases, you will need to click on the “Add More Options” button so that you can include the download page that your customers should be automatically sent to after their purchase.

To add **sales tax**, **shipping costs**, and other details to your button, click **Add More Options**.

You could go ahead and create your button now, but if you sell digital products, you will need to add in a few more options.

After you choose to “Add More Options,” you will see the second set-up page that allows you to choose things like shipping, taxes, and download page. The shipping and tax section look like this:

Single-Item Purchases - Page 2

Shipping and Sales Tax (optional)

Shipping Cost Calculation

If you would like to add a flat amount shipping cost, enter a value below.

Flat Amount: \$

Note: For this shipping cost to be applied, you need to have no Shipping Preferences set in your Profile; or, if they have been set, you will need to check the Transaction-based Override check box. The currency of the shipping cost will be determined by the currency you chose for the button on the previous page.

\$0.01 USD - \$9.99 USD

\$0.00
USD

You are currently calculating shipping costs based on a [flat amount](#) method.

\$10.00 USD - \$49.99 USD

\$0.00
USD

\$50.00 USD - \$99.99 USD

\$0.00
USD

\$100.00 USD - \$199.99
USD

\$0.00
USD

\$200.00 USD -

\$0.00
USD

Sales Tax Calculation

If you would like to calculate sales tax, please click "Edit"

In most cases, since you are dealing in Digital Products, you should not have to make any changes here once you set them up to be \$0.00 for all shipping. If you are required to collect taxes from your local customers, you will definitely want to edit that section. I will show you how to do that in just one moment.

First, if you need to change your shipping options (even if you are just initially setting them to \$0) all you need to do is click on the “Edit” button beside the shipping cost boxes, as indicated on the next page:

Single-Item Purchases - Page 2

Shipping and Sales Tax (optional)

Shipping Cost Calculation

If you would like to add a flat amount shipping cost, enter a value below.

Flat Amount: \$

Note: For this shipping cost to be applied, you need to have no Shipping Preferences set in your Profile; or, if they have been set, you will need to check the Transaction-based Override check box. The currency of the shipping cost will be determined by the currency you chose for the button on the previous page.

\$0.01 USD - \$9.99 USD	<input type="text" value="\$0.00 USD"/>
\$10.00 USD - \$49.99 USD	<input type="text" value="\$0.00 USD"/>
\$50.00 USD - \$99.99 USD	<input type="text" value="\$0.00 USD"/>
\$100.00 USD - \$199.99 USD	<input type="text" value="\$0.00 USD"/>
\$200.00 USD -	<input type="text" value="\$0.00 USD"/>

You are currently calculating shipping costs based on a [flat amount](#) method.

If you are shipping a physical product and need to require a shipping price, you will need to edit your shipping cost requirements.

Sales Tax Calculation

If you would like to calculate sales tax, please click "Edit"

In the first part of this new page, you will be given the option of again choosing your currency. Then you will need to choose a “Cost Method” based on a Flat Amount or a Percentage Amount. If you were to be selling Physical Products, this choice would need to be made based on your shipping needs.

In the case of Digital Products, you should just choose “Flat Amount” and then go on to the next section.

Shipping Calculations

[Back to Profile Summary](#)

Shipping will only be applied to all PayPal Shopping Cart Purchases, Buy Now Buttons, and Donations. Shipping will **not** be applied to payments made with PayPal Subscriptions and Recurring Payments, Winning Buyer Notification, or Instant Purchase (for eBay listings).

Currency – To view or edit your Shipping Calculations, choose a currency type and click **Select**. If you have Shipping Calculations enabled, your current settings will be displayed after the page refreshes.

Currency:

Cost Method – Choose the Flat Amount or Percentage method of calculating shipping costs and click **Select** or **Save**, below. The page will refresh after you have made your selection.

Cost Method	Description
<input checked="" type="radio"/> Flat Amount (\$)	Calculate a flat shipping amount based on the total amount of the purchase.
<input type="radio"/> Percentage (%)	Calculate the shipping amount based on a percentage of the total amount of the purchase.

Choose to calculate your shipping costs based on a flat amount or on a percentage amount. This will be based on the total purchase amount.

Next, you will be taken to a section to change the shipping costs that are already there. You will need to populate this chart based on the method you have chosen and costs for shipping you plan to charge. In your case, it will most likely be Digital Products. Therefore, you will want to populate this chart with 0's in each section. After you have completed this section, simply choose the Save button and you will be sent back to the previous Options page you were on:

Cost and Price Ranges — Enter a shipping cost for each price range. To make changes to the price ranges, click **Edit**.

Cost		Price Ranges	
\$	<input type="text" value="0.00"/> USD	<input type="text" value="\$0.01"/> -	<input type="text" value="\$9.99"/>
\$	<input type="text" value="0.00"/> USD	<input type="text" value="\$10.00"/> -	<input type="text" value="\$49.99"/>
\$	<input type="text" value="0.00"/> USD	<input type="text" value="\$50.00"/> -	<input type="text" value="\$99.99"/>
\$	<input type="text" value="0.00"/> USD	<input type="text" value="\$100.0"/> -	<input type="text" value="\$199.9"/>
\$	<input type="text" value="0.00"/> USD	<input type="text" value="\$200.0"/> -	<input type="text" value="and up"/>

Choose your shipping costs and then press Save.

Miscellaneous — Allow transaction-based shipping settings to override profile settings (Optional).

Click here to allow transaction-based shipping values to override the profile shipping settings listed above (if profile settings are enabled).

As I earlier stated, you may be required to collect sales tax from your local customers depending upon how your business is set up and the requirements in your locale. If this is the case, you would simply choose the “Edit” button by Sales Tax and be immediately taken to a screen like this:

Sales Tax

To charge your customers Sales Tax, use the form below to enter the rate in percentage terms (e.g. to charge 8.5%, enter "8.5")

Learn to [override Profile-based tax](#) for items in your PayPal Shopping Cart.

Country or Region:

U.S. State:

Tax Rate: %

Apply Tax to: Sum of item(s) plus any shipping and handling costs
 Sum of item(s) only

If you are required to collect sales taxes, here is where to make those selections.

It is very easy to set this section up too. Simply input the Country or Region you live in, the State (if you are in the US) and your Tax Rate you are required to collect.

If you look closely, you will notice that there is a choice of including shipping and handling costs in the taxable calculations too. In most cases, this is not necessary.

After you have made your shipping and your sales tax choices, you should be automatically be redirected back to the second set-up page we were previously on. Now you are ready to finish the options that need to be added to your new button before you create the code for your sales page.

This next section will allow you to add “Option Fields” to your button, but only if you do not have your payment button encrypted. Most people leave this out so that they can use encryption, but I wanted to at least make you aware of this section on the set-up page:

.....

Add Option Fields to Your Page (optional)

Option Fields are not compatible with [Encrypted Buttons](#). To use Option Fields, please return to the previous page by clicking the 'Edit' button below and changing the Security Settings so that your buttons are not encrypted.

Learn more about [how to use option fields](#) on your website.

.....

Next is an optional setting to customize your payment pages so that the colors and style match more closely to your sales page’s scheme. This is not necessary, because most of your customers will have used Paypal previously and will expect to see the standard Paypal colors and style. You can choose to modify this if you prefer:

.....

Customize Your Payment Pages (optional)

Choose a Custom Payment Page Style to match your website and give customers a seamless payment experience. [Learn more.](#)

Primary Page Style : PayPal

Custom Payment Page Style: 

.....

Now comes the Very Important Section.

I emphasize this section because it is crucial to making your sales process completely automatic and will decide right here whether your customers will be emailing you saying the download page doesn't work correctly.


This is where you will check to see where your customers will be forwarded after their payment is complete. Before modifying anything, you will notice that it keeps the last page that you placed here in the "Successful Payment URL" box. I assume they do this just in case you have to correct an error in your previous payment button creation.

Before I take you through the process of editing the "Successful Payment URL" box, I want to point out that there is a spot to put in a "Cancel Payment URL" too. I generally do not use this now, but I plan to start soon. I can see the potential of sending your customer to another page if they cancel their payment and having a simple survey or form for them to fill out telling you why they decided not to purchase at this time. This can only help your business practices and product choices in the future.

If you look at the image below, you can see the arrow pointing to the "Edit" button:


Customize Your Buyer's Experience (optional)

Successful Payment URL - this is where your customers will go after they complete their payment. (e.g. www.yourshop.com)

Successful Payment URL:  ← This is the section you use to set up where your buyer will automatically be sent after they complete their payment.

Payment Data Transfer: Off


Cancel Payment URL - This is where your customers will go if they cancel their payment. (e.g. www.yourshop.com/cancel)

Cancel Payment URL:  ← You can also set up a Custom Cancellation Page to send your buyers to if payment cancelled.


When you click this “Edit” button, you will be taken to another page that will allow you to change what URL goes in the “Successful Payment URL” box. See the image below:

Website Payment Preferences [Back to Profile Summary](#)

Auto Return for Website Payments
Auto Return for Website Payments brings your buyers back to your website immediately after payment completion. Auto Return applies to PayPal Website Payments, including Buy Now, Donations, Subscriptions, and Shopping Cart. [Learn More](#)

Auto Return: On Off  Let this default to “On”

Return URL: Enter the URL that will be used to redirect your customers upon payment completion. This URL must meet the guidelines detailed below. [Learn More](#)

Return URL:  Place your Download Link here

Also, make sure the “Auto Return” section is set to “On” so that your customers are automatically sent on through to the download page you have set up.

The next few images are also shown on this same page that you are editing your download link through. You will want to make note of these and make sure that you are complying with what they state:

Return URL Requirements: The following items are required in order to set up Auto Return.

- Per the user agreement, you must provide verbiage on the page displayed by the Return URL that will help the buyer understand that the payment has been made and that the transaction has been completed.
- You must provide verbiage on the page displayed by the Return URL that explains that payment transaction details will be emailed to the buyer.
- Example: Thank you for your payment. Your transaction has been completed, and a receipt for your purchase has been emailed to you. You may log into your account at www.paypal.com/us to view details of this transaction.

The “Payment Data Transfer” will generally not apply to you as you are just getting started.

Once you become more proficient with Paypal and with Internet Marketing, you will find a use for this in setting up things such as Affiliate Programs. For now, just notice that it is on this same page we are working on now:

Payment Data Transfer (optional)

Payment Data Transfer allows you to receive notification of successful payments as they are made. The use of Payment Data Transfer depends on your [system configuration](#) and your Return URL. Please note that in order to use Payment Data Transfer, you **must** turn on Auto Return.

Payment Data Transfer: On
 Off

This section is a security measure that allows you to decide if you want to allow payments that are Non-encrypted. Again, this is purely your choice. I have never had any problems with this set to “Off” but that doesn’t mean it cannot happen:

Encrypted Website Payments

Using encryption enhances the security of website payments by decreasing the possibility that a 3rd party could manipulate the data in your button code. If you plan on only using encrypted buttons you can block payments from non-encrypted ones.

[Learn more about Encrypted Website Payments](#)

Note: If you enable Encrypted Website Payments, all of your Buy Now, Donations, and Subscriptions buttons **must** be encrypted via one of the following methods:

- Using the [Button Factory](#) with the security settings enabled.
- Using your own code, you encrypt all website payments before sending them to PayPal.

By enabling this feature, any Buy Now, Donation, or Subscription button that is not encrypted will be rejected by PayPal.

Block Non-encrypted Website Payment: On
 Off

This next section is pretty self explanatory. I always leave this as “Optional” and generally my customers put their numbers in the field:

Contact Telephone Number

When you activate this option, your customers will be asked to include a Contact Telephone Number with their payment information. [Learn More](#)

Note: Selecting **On (Required Field)** could have a negative effect on buyer conversion.

Contact Telephone On (Optional Field)
 On (Required Field)
 Off (PayPal recommends this option)

Save

Cancel

After you finish modifying this page, simply click “Save” to be redirected back to the previous set-up page so that you can finish your options and create your new Buy Now button. You will need to scroll back down past the sections you have already modified or populated to get back to the next area that requires your input.

I prefer this next setting at “On” so that my customers are not required to have a complete Paypal Account set up. They can just use their credit card and go through the simple steps that Paypal requires for processing.

Again, it is your choice here; but I feel that you may pick up a stray sale or two by leaving this set to the “On” setting:

PayPal Account Optional

When this feature is turned on, your customers will go through an optimized checkout experience. This feature is available for Buy Now, Donations, and Shopping Cart buttons, but not for Subscription buttons. [Learn More](#)

PayPal Account Optional: On
 Off

With this next setting (although it states optional) you should always decide if you want to allow your buyers to purchase more than one of your product. For digital products, this doesn't matter as much, but for physical products you will want to allow this. Also, with digital products, shipping information is never needed but you can choose to allow them to fill in that information if they choose. This is my preference so that I have complete information on my buyers. Most choose to fill in all the fields anyway:

Miscellaneous (optional)

Would you like your buyers to be able to purchase more than one of this item or service?

Yes No

Would you like your buyers to provide you with their shipping address?

Make shipping optional. Yes, require shipping. No shipping needed.

Another setting I like to turn on is this next one that allows you to put a blank box on your payment screen with a note title such as "Optional Information" above it. This allows my buyers to send me any comments they want to. You would be surprised at some of the nicest things I have received from buyers this way. To allow this, simply choose "Yes" and make your note title say anything you choose to say:

Collect Additional Information From Your Customers (optional)

Would you like your customers to have the option of including a note with their payment?

Yes No

Note Title: (30 character limit)

You can title this Anything you choose.

Now, you are ready to choose your email address you want to receive payment to. This is designed so that if you have multiple domains or sales pages, you can have an email address from each one to help you track your sales if you choose. Once you pick your email address from the drop down box, you can either "Create Button Now" or "Preview" exactly what your buyers will see when they click on your new Buy Now Button.

Choose an email address to receive payment (optional)

I would like to receive payments at the following email address:

Email Address: ?

Choose your email address and then you can either Preview your button or Create your new button.

If you chose "Preview," you would have been taken to a page that looks like this (only with your information on it ☺):

TheRavenProject



You are currently previewing the look and feel associated with page style named **PayPal**. The transaction details are fictional. When you are done previewing, please click the 'Return' button below.

You Made A Payment

[Secure Transaction](#)

Payment Information

Your payment of \$9.97 USD for the listed items has been sent. A payment receipt for this transaction has been sent to your email address.

Item Title: Put Your Item Name Here (Whatever You Want)
Amount: \$9.97 USD
Shipping & Handling: \$0.00 USD
Item Number: Make Up An Item ID/Number (Such As PYINH-2006)
Quantity: 1
Total Amount: \$9.97 USD

Contact Information

Business Name: TheRavenProject
Contact Email: scott@theravenproject.com

[Return](#)

If you choose the option to "Create Button Now," you should be taken to a page that includes the HTML code that you will need to Copy and Paste into your sales page where you want your new Buy Now button to go. This page looks like this:

Add a button to your website

Copy your custom HTML code

Copy the code below just like you would normal text.

Note: If you are using button encryption, an email link will not be generated. To turn button encryption off and create an email link, click your browser's **Back** button, click the **No** radio button to turn off button encryption, and then click **Create Button Now**.

Encrypted HTML code for Websites:
(Copy and paste this HTML code onto your website)

```
<form
action="https://www.paypal.com/cgi-?
method="post">
<input type="hidden" name="cmd"
value="_s-xclick">
<input type="image"
```

Copy/Paste the HTML code from the box to create your Buy Now Button on your sales page.

Paste the HTML code onto your website

Go to Your Website: In your files, go to the HTML code for the web page where you want the payment button to appear. You can do this by using a text editor or your HTML editor.

Paste the HTML code above into your website's HTML code next to the item you wish to sell. Now view your web page and you should see the payment button for buyers to click and pay!

Please ensure that the HTML code on your web page exactly matches the code above. Some HTML editors may add, delete, or change some characters in your code. If this is the case, please change the code on your web page to exactly match the code above.

To Create Another Button

Once you have copied and pasted the above HTML onto your website or into your email, you can create additional payment buttons for other items you would like to sell. Just click **Create Another Button** and complete these steps again.

That's it, You Did It! You have now created your first Paypal "Buy It Now" Button for your own sales page. At this point, you can either choose to create another button or click "Done" and go on to your next project.

Congratulations and Happy Selling!

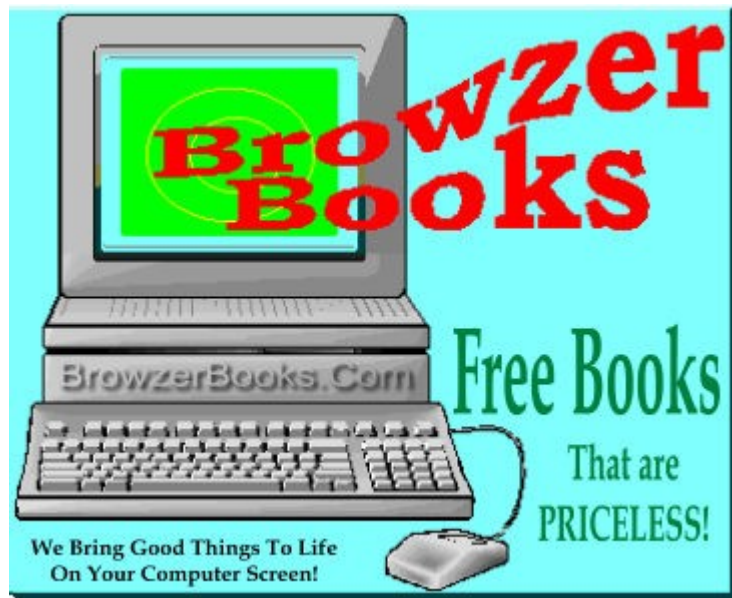
ClickBank is yet another way to sell your material, but the only merchandise that is accepted here **MUST BE** electronic and must be downloadable by your customer immediately.

To make up for this restriction ClickBank has an army of affiliates eager to help you sell your merchandise. You tell them how much you are willing to share from each sale, and away you go. You **MIGHT** have thousands of affiliates working for you in a matter of minutes.

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