



Website Creation Workshop
With Christina Hills

“How to Add a PayPal Button to Your Site with WP Simple PayPal Shopping Cart Plugin”

Christina: Hello and welcome this is Christina Hills with the Website Creation Workshop and welcome to this expert call with Korin Iverson on the WordPress simple PayPal shopping cart plugin. And I have that Plugin over here on my screen. It is a free plugin that works with your WordPress site and PayPal. As you can see in the picture, it's WordPress plus PayPal plus shopping cart and Korin is going to show us how to set it up and how to use it so that you can do this yourself without having to hire anybody to get e-commerce set up on your site.

Let me just introduce and read you a little bit about Korin's bio. Korin is a graphics designer at Tip and Tricks HQ and helps out with most of the graphics, icons, logos, motion graphics, demo videos etc, seen on their site. She writes Photoshop and CSS related articles and she also helps out with the support with most of the Tips and Tricks HQ products. Korin grew up in California and is currently living in Australia. So welcome Korin. I think what we will just do is go ahead and dive in but before I switch screens, you had set up a plugin demo and we'll switch to your screen and then you can just go ahead and take it away so let ...

Korin: Can you see it?

Christina: Yes, we see the inside of your WordPress site.

Korin: Yes, and I have already logged in and I'm on my plugins page, you should see that this is the plugin that we will be using that is installed here. This plugin is pretty easy to use and set up. Basically install it and then you'll go to your settings page.

Christina: Let me reiterate this is a free plugin.

Korin: Yes. This is our free plugin. So on the settings page, it is just some really basic settings that you have to worry about, basically ... yep?

Christina: Why don't we show them the outside first if you have that set up.

Korin: Okay, one second. Lots of pages here. Okay this is the home page of my demo site here and it is set up in two different variations of a store front; one is your normal store front demo if you had your products kind of listed with add to cart buttons so that people can come to this page and look at it then I put our – we have like a



fancier display which is like an already pre-generated display, down here to show you that also. Then I've done like a landing page so if you have a landing page, you'll have your content, a couple of images, and then your add to cart button down at the bottom.

Christina: Right like a sales page.

Korin: Yup.

Christina: Right, so two different styles. So that's great, this plugin will work whether if you have like a store with lots of products or a sales page with just one product for sale.

Korin: Yes. And the other great thing is that you get to create your pages so you don't have to lock into one design so it can fit anything like e-books to like if you sell services for booking and stuff like that you can design your pages however you want to design them.

Christina: Cool.

Korin: Yes. I'll start with the basic setup of let's say the settings because that's where you would start first. They are quite easy. You're basically going to put your PayPal email address in there that tells the plugin where to send the funds when a sale is made and that's all you have to do to link to your PayPal. You can name your shopping cart if you want; you can give it a title. I just used the default, Your Shopping Cart and so on. You set your currency. You can accept any currency that PayPal supports which I will show you is a fair amount of currencies. Then if you have – there is some simple shipping options in here too. So can give free shipping for certain orders and stuff like that. These are so more basic settings like the URL that you want them to return to after they have made their purchase.

Christina: That is typically called the Thank You URL.

Korin: Yes, the Thank You page URL, mhh hhm or the Redirection After Purchase URL. All these are self-explanatory because we put a lot of help text with them.

Christina: Yeah that's great.

Korin: You can just read it and choose which ones fit your needs.

Christina: Now is it possible to have multiple currencies like US and Canadian?

Korin: No, with this plugin, you can only have the one currency at this time.



Christina: Okay.

Korin: Using two currency might be a little difficult because you would have to have maybe a sub-domain for your Canadian stuff.

Christina: Yeah.

Korin: So that's one draw back of this very simple...

Christina: Yeah, that's why it's simple to make it not complicated.

Korin: Yes. So once you have set these up then it's basically making your page, how you want it to be done. So what I was going to do was start with let's say the storefront page.

Christina: Okay.

Korin: Because I think – which one would be used more storefront or landing page?

Christina: Let's start with storefront.

Korin: Okay.

Christina: Because some people might have a few different e-books or yeah let's start with storefront.

Korin: So with that it's as simple as creating a new post and naming it to whatever you want it so we can say "My Products". You'll probably want to use an image with it. So you'll want to upload your images to your media library. What I usually do is pick my image that I want to use and then I add it in, I have to move the top screen. There you go. And then if you want to put some text underneath it so I have some saved here, I don't have to go around

Christina: And while you're typing, I'll just add commentary here. Korin is doing this as a post but this would work if you wanted to create a page as well.

Korin: Yes. And then adding the PayPal button, this is the really easy part. There is a little icon in app.

Christina: Ahhh.

Korin: That says WP Cart Short Code.

Christina: And that gets added once you've installed and activated the plugin?



- Korin: Yes. Yes, it does. And all you do is click that and it's going to bring up a really simple interface. So I'm going to name this, this will be "My Photo 5", I set my price here so say I want to sell this for \$10. If I want to add shipping in, I can add it right here so like I wanted to charge \$5 for shipping and then this one the file URL is if you have digital content so it will deliver this as digital content if I needed to.
- Christina: So that would be and I love how you've got examples that make setting this up so much easier. So in this example here, if you had already uploaded your pdf or your zip or whatever it was; you would just copy and paste the full URL. Is that correct?
- Korin: Yup. And so when someone buys this, this URL will be emailed out to them to be used as their download. And then if you want to put some variations in like you're selling a T-shirt or something, you can use these variations down here for that. So you can put T-shirt size, you can put small, medium, large and that will add a variation drop down in there. So then once you get all your stuff here put in, you just hit insert and it inserted your button for you. So then if say save this and then preview it, you'll now see that there is an add to cart button in here just under that product and this is how it would look on your page.
- Christina: That was fast.
- Korin: Yeah and then you just do your next product and you just keep putting your products on this page.
- Christina: And can I ask you questions as we go along?
- Korin: Yes.
- Christina: Okay. How would you make that add to cart – how would you style that maybe make it stand out a little bit more?
- Korin: So you can go into – let me go to it – settings, so you can go into the main setting here and there is an add to cart button text or image.
- Christina: Okay.
- Korin: You can do this and let's say change this to Buy My Product and then I'm just going to come down here and save it and then it should – I'm getting so many tabs here – [laughter] it should now change all my buttons to say Buy My Product. So every button on the site will change to Buy My Product.



Christina: Okay.

Korin: Or if you want to use a button image, you can just specify the URL of that image right here in the button text.

Christina: Okay so the choice either the styling that comes by default or adding your own button image?

Korin: Yup. And with this we also have another short code so I'm using the basic short code today but there are a few other short codes that will allow you to put a button image per product. So if you wanted to have a purple button say for your e-books you could do that. If you wanted to have a green button for like your videos then you could do that. You can specify a button image right in the short code.

Christina: So I love – it says you can add a nice button image, can you just show that – click on this page?

Korin: Yup. So these are just add to cart button images that we offer on our website for you to download.

Christina: Wow.

Korin: You can pick any of these quickly.

Christina: That's great.

Korin: Yeah.

Christina: So you don't have to add your own, I mean you don't have to come up with your own.

Korin: You can use any button that you upload to your site. So you can go on the web and find a button that you really want to use, download that image and just upload it and take the URL, Prime Media Library and plug it in and it will put that button everywhere.

Christina: Okay. Can we do that now? Can you scroll down and do you mind if we pick one of those?

Korin: Yeah we can, let's pick maybe this blue one.

Christina: That blue one is great.



Korin: Okay, just give me a second.

Christina: So she is right clicking, she is doing a save image as and she is now saving it to her desktop.

Korin: Yup. We'll save that. I'm going to close some of these tabs, I feel like we're getting a lot of them going here. So then what I will do is just go to my media library, I'm going to add that to my media library. I will just now take this URL here and copy it so this is the one that comes from WordPress when you upload it.

Christina: So everybody, she is taking that image that she uploaded to her media library and now she's pasting it in.

Korin: Yup so now you'll see that I have now pasted that in. I will now update then this should – so see – there you go.

Christina: Yeah. That looks great. So that really stands out.

Korin: Yup. And then you can use whatever image you wanted there.

Christina: Right so the straight forward set up is that it will apply to all the product buttons but you said you could do it on an individual basis but maybe we should come back to that and I'll let you keep going with this demo.

Korin: Yup. So this how you do your store front. You can just stack them on top of each other.

Christina: Okay.

Korin: But then we also have this pre-made display here. So this comes with the plugin, it's another short code that you can use and it creates this kind of little fancy display.

Christina: Oh I see.

Korin: I was going to show – this one is a little more in depth so I was going to show how to do this one.

Christina: Okay.

Korin: Because it's not as easy as taking the short code from the admin bar.

Christina: Okay, let's go back to that page just before – not that one – the edit post where you're in the edit post and scroll down and just show where that short code is and



then just sort of pause there. So if you could highlight that the WP Cart Button – yeah.

Korin: It would be this one here.

Christina: Right and that's because you clicked on that little shopping cart icon and that popped that in.

Korin: Yeah, that's this one here. Because this really simple one here is from the short code.

Christina: Right, the one you just done. Okay, excellent. So that's very handy that people don't have to find what is the short code, they can just click on that little shopping cart icon and they get the short code.

Korin: Yup and that's for that basic simple one which a lot of people use because they can just put that button anywhere. Some people want a little bit more which will then come into this product display box.

Christina: Okay.

Korin: With a longer, much longer short code here.

Christina: But I want to point out to everybody this is still just text. You can just type it in if you need to make adjustments. That's what's cool about it.

Korin: Yeah so that is basically what you do. So you'll come in this one where it says product name equals you just make this right here whatever you want your product to be so this could be Korin's photo and then that's going to set your product name, it will set your product price here, no dollar signs, just the actual price and then here you just paste in the thumbnail that you want to use for your image. This again comes from your media library. So I can take anything from my media library and just kind of plug it right in here. Then this is where the description of your product goes so you just type in what you want your description to be for your product. You can say, this is my photo Lower Antelope Canyon. Then it's going to put it all there and then that's it. Then you just save.

Christina: Yeah, let's look at that again on the outside.

Korin: And then you get – I'll refresh it because I made some changes and then this is what you'll get so you get your thumbnail, the title of your product, your description and then your price.



- Christina: So what this product display box, it sort of just packages it together.
- Korin: Yup.
- Christina: This kind of layout. And I'm assuming this will work with any theme. Pretty much.
- Korin: Yes, any coded theme which is most themes nowadays because WordPress keeps that standard.
- Christina: Okay, good. Cool, can we look at – now let's say somebody want to – can you click on that add to cart button.
- Korin: So I've set it up to where I don't go to a thank you page so I stay on my shopping cart page but you'll see over here I've put a shopping cart widget in so that my customers can see what they have added to their shopping cart here.
- Christina: Okay and can you also make a shopping cart page? Can we show folks that?
- Korin: I've made this checkout page here and what this does is you can then put your cart on a page. You can choose to put like information on this page whatever you want, it's just like any other normal page and then you just put a simple short code in where you want your shopping cart to display.
- Christina: So why don't we edit that so folks can see what that looks like?
- Korin: So this one says Always Show The Shopping Cart and you can make it to where it only shows the shopping cart when a product is added also.
- Christina: Okay so then go back to the outside for a moment, and then people can see their quantity and then they can click Check Out With PayPal.
- Korin: Yup, I can show you the process if you want to see the process.
- Christina: Yes, let's see the process.
- Korin: We've added the product to the cart, we go to the Checkout With PayPal. It's now going to redirect me to PayPal. I'm basically going to login. I feel this is a very expensive product, I didn't add my one cent product, no. Let me go back quickly.
- Christina: Yeah, let's go back. What if somebody doesn't have PayPal? Do they have to have PayPal because I know that PayPal has a way to let them pay with a credit card.



- Korin: Let me show you that. We'll go back to PayPal quickly now that I put my one cent product in there. It automatically logged me in. Hang on. Here we go, we'll go with Mom Me. So here see where it says Pay With Credit Card Or Debit Card?
- Christina: Mhh hhm.
- Korin: I can click that and I can choose to pay with a credit card or debit card without having a PayPal account.
- Christina: Okay that's great. So in terms of the buying process, why don't we go – let's go back to the beginning where they would find the product for sale.
- Korin: Okay I'll just go back there. I'll empty out my cart.
- Christina: Empty out your cart.
- Korin: So we'll go to the storefront demo. So this is my storefront. I'm going to add this product to my cart because this is my one cent transaction. You'll see that its added to the cart. I can choose to just go to PayPal right here or I can go to that checkout page and go there. That's one nice thing about the widget though, it creates scenarios where you don't get the cart abandonment as much because people can see their checkout right here and they are ready to checkout.
- Christina: Let's say that you wanted to do not where they had to look on the right side because I think that is really nice like you know when I go to Amazon, I can glance over the right side bar and see what I have, can you set it up so that as soon as they add to cart it takes them to that checkout page?
- Korin: Yes, yes you can. So in the settings there is an option here, it's called Automatic Redirect To The Checkout Page.
- Christina: Right, then you can check that.
- Korin: Yup. And add your checkout page URL here.
- Christina: Okay, can we do that?
- Korin: Yup. So let me go get the checkout page URL. I'm just going to close some of these again. So I will add this in here then I will just update the option. Hang on. I'm going to clear this out. Now what I will do is add this to the cart and then see then it does an automatic redirection to this checkout page.
- Christina: Right so you know what's nice about this so I'm going to make just a little bit of commentary here. What's nice about this is Korin showed one methodology of



having the customer go through and then I just suggested, "Hey can you do a different methodology?" Whereas when they select something it gets them to the checkout page and then they could sort keep shopping or they could checkout with PayPal. So it looks like you have lots of different way to do this and so then when they click the Checkout with PayPal and it gets you to the next page, I think I got a question for you about that so if you could select that and right now you've got a product with one price. So when you're on this page, this PayPal page, Pay with Credit Card or Login, do you have or do we have control of how this looks or not?

- Korin: This part I believe comes from the PayPal side of it. I know that on PayPal you can add in like your custom logos and stuff like that.
- Christina: Okay and then this Pay with PayPal or Pay with Credit Card, I believe that choice depends on you as the business owner what kind of account you have because I know the personal free PayPal, I don't think people can pay you with a credit card, is that correct?
- Korin: I haven't used a personal PayPal account in a very long time. I don't think you can but I do believe PayPal has a one step up which is like a Merchant Account which is free.
- Christina: Right.
- Korin: And you don't have to go into their business account so it's kind of like, it's like a little bit more advanced personal account where they give you a few more of these options.
- Christina: And I know that I have free business PayPal account and people can pay me with a card and I don't pay PayPal a monthly fee.
- Korin: Yup.
- Christina: So I think my point is to explain to everybody that what is seen on this page is on the PayPal end of things.
- Korin: Yes. And it can also vary by what country your buyer is from. So in certain countries PayPal cannot accept credit cards like say Bangladesh, some of the African countries and stuff like that. So they won't see this Pay with Card option.
- Christina: Okay.
- Korin: So there are a few instances but in most like say North America, Canada, Europe



and all of that you'll get this Pay with Card option.

Christina: Okay. Alright.

Korin: Did you want me to go ahead with the checkout here?

Christina: Yeah. I mean you don't have to go all the way through, click the Pay with a Card because wouldn't most – some people will pay with PayPal and some people will click Pay With Card.

Korin: The Pay With PayPal it's a very quick checkout because we use the express checkout so they don't actually have to put in any of their information, it takes it all from their PayPal account like their shipping address and all of that so you get fully verified information which I can show you both options if you want. I'll just have to go and get a credit card. But I will do the checkout process here. So it's basically going to log me into my PayPal, I just say "yes" I want to use my PayPal balance, pay now, it's going to process it and then I have an option that is going to auto-redirect me back to the site to what's called the Thank You page. Then on this page you can put whatever information you're customer needs to know. Then what this does is your buyer is now going to get an email and the seller is now going to get an email saying what happened like this transaction has taken place. I've showed you – here is my PayPal transaction that says, "You've done this transaction." Then I should get one then from the plugin which is my Thank You one that says, - which you can modify these emails very easily too so this one says, "Thank you for your purchase. You've ordered this." Then it tells me the product I've ordered, the quantity and then how much I paid. That's basically the whole process and then I don't have access to the admin email because it's my husband's.

Christina: Okay that's fine. Let me just reiterate that because this was really cool. So you went through the shopping cart so you just did a test purchase going through the cart, going through to PayPal and then PayPal coming back to the Thank You page that you've set up and then the plugin sends an email, "Thank you for your purchase" and we can customize that. And I see that we've got a bunch of question coming in and this is great. If you can show in the admin where you specify that Thank You page and then also show in the admin where you specify what that email receipt looks like.

Korin: Yup. So the Thank You page is just going to be down where it says return URL.

Christina: Okay.

Korin: This is where you'll create your Thank You page and then paste in the page. On



this page you can make it anything you want so if you want to say, "Hey go to this link to reserve your spot in my Google Calendar" you can put that on there. You can put like an upsell like "Thank you for your purchase. Here is a coupon for your next visit" or whatever you want on that page. You have full customization options on that.

Christina: So this return URL is the Thank You page no matter what they buy.

Korin: Yup.

Christina: So it's a one Thank You page for everything in the cart.

Korin: Yes.

Christina: Okay, that's great. And then the email – oh excellent, you just click on email settings.

Korin: Yes, so there are email settings here so you just click on email setting so this is where you're going to set the email so "Send emails to buyer after purchase". If you don't want to send an email, you can uncheck that and it won't send the email at all.

Christina: That's great.

Korin: The "from" email address is going to be where you want that email to say it's from so you may use sales or you might have info or whatever you want there.

Christina: Right. Support or whatever is going to be your sort of public email address that you use to run your business.

Korin: Yup. Then you have your "Buyer email" subject so this is what you're going to put as the subject of that email.

Christina: Mhh hhm.

Korin: These are just – everything on here is how the plugin comes, I haven't changed anything on here.

Christina: Okay.

Korin: Other than putting my email address in. Where it says, "Buyer email body", this is where you can make your changes to your email and you'll see that there are some email tags down here underneath it. All you have to do is plug these email tags in to show this information. We will do another test transaction here in a



second but if I copy and put in like address, we'll put in transaction ID, let's put in maybe my email address. Okay. So we will put that up here, we want that to come in here.

Christina: I love that you give the codes for the different options right there and I just want to tell everybody listening, this is part of why I selected this plugin and asked for Korin to come and demo this because WP Simple PayPal Shopping Cart has all this explanation here so you don't have to hunt and find out what are the codes they are just right here. But you do have to also at the top of the page, I noticed that you have a link to your training if people want to go and watch more training for this plugin.

Korin: Yup.

Christina: Yeah this is awesome.

Korin: Yup and there is a lot of documentation. I opened that page. This is where you can find a lot of our demos. It shows all the information on it and stuff like that and then there is a whole documentation site for this.

Christina: That is excellent.

Korin: So what I have done here is I've put in this information in here for the buyer. I have come down to the seller and I have changed the notification email to mine so I should be able to show what the seller is now going to get. Then you can add those same tags into here so you can build a custom email that gets sent to the admin of it separate from what gets sent to the customer. So if you needed a little bit more information in yours, you can put that information in here. So I can put in the transaction ID here again, I can put if they used a coupon code or not. I can put the purchase date in here and with this information you can almost make an invoice because you have your purchase date, you can use your transaction ID as your unique identifier, product details, all of that. So what I'll do is I'll go ahead and save these options. Then I will go to my storefront then I will add another product and then we'll just do that process again and I will show you the emails that are going to come through this time because I should get all the emails this time.

Christina: Okay so why don't I just pause you for a second and just sort of reiterate what you're doing because this is really cool and really important. So she's going through the buying process and notice when you set up a shopping cart and you're adding e-commerce, you need to do test purchases so you can see how things are working. So she quickly did a test purchase because she wants to show you that an email will go to the customer but an email will also go to you, the



business owner showing you that a sale has happened. So you can make your subject line say something like "You just got a sale" or however you want to phrase it and then so here we can see because she's the buyer and the business owner at the same time. She has the receipt for – the thank you for your purchase, right, and this she can customize, she could add her own links at the bottom and you know the company name or whatever. Then the other email so that's what the customer gets, that's the thank you email receipt. And then the business owner gets a "Hey you just made a sale." You can be notified and you probably turn that off, is that right?

Korin: Yes, yes you can.

Christina: Okay so you could have it go to you, you could have it go to an assistant or maybe if you have a fulfillment house, I mean there are lots of different ways that you could work with this.

Korin: You'll notice that I put show me my address but because my product doesn't have shipping, it doesn't actually put my shipping address in here. So it's a little smart like that so you don't get confused that you've sent out an e-book and it's like, "oh you need to ship this." It's really smart. So if I went in and we can go and add shipping to this product and then it will put the address of the buyer.

Christina: Very cool. Okay now let me just ask you, Korin, because this is awesome. Did you want to show more or should we take some questions now? Where would you like to go?

Korin: Let me show one more option and then we can do questions because this will ultimately bring in questions too, which is the coupons and discounts. So with this you can also apply coupons and discounts, so you can create a coupon code here so you can say like, "FALLSALE" and then you just put your discount rates so say you want to put 15% for the month of November and then you just put when you want it to expire and save and then this now can be used in your cart so you just enable the discount feature. We'll update that. Then when people come to – we'll just go to the home here. Add a product and then now you can see that I can just enter a coupon code here, so it's going to allow them to enter the coupon code and then it will apply the discount. It will be zero because I only have a one cent transaction in there but say if this was say the \$10 item, I'll go add that quickly. We'll add a little bit more expensive item here. We'll with this one. You'll see that it has already applied the discount because I've applied it in my cart already so my \$5 item has been discounted by 25% here.

Christina: Got it, got it. Because you already had that in your cart, you had already done that.



Korin: Yup.

Christina: So that coupon will apply to everything in the checkout.

Korin: Yes, yup.

Christina: Okay, that's cool. And then you can uncheck that if you don't want people to see a coupon code at all?

Korin: Yup so when you uncheck this, if you update and then we'll just refresh this page, now they can't enter in the coupon. It's only keeping it applied because I've already applied it.

Christina: Right, right, right. But that's nice because when you're not running a sale and you don't have coupons, you might as well turn that off.

Korin: Yup and it's just the click of a check box. And if I go back to this, my coupon codes always stay down here even if it's inactive. As soon as I activate this again all of these coupon codes are active again as long as they haven't expired.

Christina: Got it and it looks like when you did the demo the coupon code needs to be one word.

Korin: I think it can be more than one word, we can try it. Enter sale, we'll make this one 20% off and this one will expire say December 31st and you can premake your coupons too and then just release them out. So let's go see if this will –

Christina: You have to turn that coupon back on.

Korin: Yeah so we'll – and then I have an option which you can take off which is visit the shop when you're shopping cart is empty. So if somebody came to this page and they didn't have anything in their shopping cart, it will just redirect them to your shopping page.

Christina: Okay so you can set that to your store page.

Korin: Yes.

Christina: Okay so let's try that out with the WINTER SALE see how that works.

Korin: I forgot to enable the coupon option. So we'll just put WINTER SALE in and then you're going to see that it says that it's been applied successfully. Successful



discounted price is \$2.

- Christina: So Korin just demonstrated that you can have a space in it. I think it's best practices to have a coupon code that is one word because you're going to get customers who are confused and don't realize that it's two words so I think it is better as just making it clear to people to have it be one word but looks like you can do it as two words. Now I know that are a bunch of questions and I know in asking questions, you'll sort of demo the answers so why don't we – while we are on the coupon let me ask you a question on that. Can you stack a whole bunch of different coupons with rates and dates that are different? I think you showed that. You can.
- Korin: So we've applied the WINTER SALE so let me check this, if we apply the FALLSALE, so discount can only be applied once per checkout. So this is only going to allow them to apply coupon code.
- Christina: One coupon which is the way you would want it to work.
- Korin: Yup that way they can't stack a whole bunch of coupon codes and then they get 100% off.
- Christina: Right, right, right, right. Okay so let me see, if no coupon is applied at given time, Jeff is asking, and none appears on the reply email. So if you're email has the coupon, your email notification has the coupon listed to display but they didn't actually use a coupon code then it would not show up, is that right?
- Korin: Yup it won't show in the email, it will only show up if they have used that coupon code.
- Christina: Okay. Can you do the demo with a sale page, it would be a very similar demo.
- Korin: Yes. Let me find my page here. Let me close some of these.
- Christina: Okay, yeah things get ...
- Korin: You get a lot of these going.
- Christina: If you have questions now is a good time to type them in because I think you kind of covered everything essentially and then questions will fill in the blanks.
- Korin: Yup so for the sales page demo, I've made like some filler content here. So you would put whatever content you wanted, these could be paragraphs about you know this is your product, this is what it does. You can put some images in it. You



can create your page however you want. What I'm going to do is just delete this out and I will even delete this picture out and say through this I wanted to put my buy button right here. All I'm going to do is select where I want my buy button to go on this page; open up my interface here, this can be my Sales Product.

Christina: Ah so while you're typing this in, this is an important point that everybody should grasp on to, she's not listing a whole bunch of products in the plugin, meaning you don't to go and set up all of your products, they are set up as short codes as you need them, is that correct Korin?

Korin: Yup. Mhh hhm, that's the simple part of this.

Christina: Yeah, this is the beautiful part of this.

Korin: You do lose some of your reporting and tracking because it's not in the database which is where as I told you, we have a premium plugin which is the E-store.

Christina: Mhh hhm.

Korin: It has far more robust features which has where you have to set up your products and stuff like that. But this one we have kept it very simple and very lightweight. This is just for those people who have a few products they want to put them up, they want to sell them and they want to – we'll put watermelon in here. And then I just update. And they just want to put their site up and get going, not have to hassle with all that stuff, start doing their sales, working into needing a larger shopping cart.

Christina: Right, this is a way to get going fast.

Korin: And then I will just preview these changes here, and you'll see that my product just show up right here. If I wanted to

Christina: Now let me ask you how come the fancy button, the graphic's button that we made why didn't that one show up?

Korin: Because I didn't use the short code for that but I can. I have it right here, I just save it so we don't have to go find it. But it will be in the documentation, there is documentation for this.

Christina: To have different short codes okay.

Korin: So if I just put this in and this is how easy it is to change your pages too so if you have a page that you've created and then say like six months down the road, you



want to change your page, you just come in and you can just simply swap out a short code. So now you have your fancy display right there in the middle of your landing page, if you want.

Christina: And that uses the default Add To Cart versus the graphic that we had set up. Maybe because it's a preview equals true, so that could be.

Korin: I just want to make sure I didn't delete that checkout. I may have saved over it.

Christina: Oh yeah, yeah.

Korin: I saved over it.

Christina: That's okay.

Korin: I can put that back in there. And then you can just change that. At any time you can go and change that button, it's going to change across your site.

Christina: Okay. So this process is now a sales page, add to cart and then the buying process would be the same.

Korin: Yeah. And then let's say you're using a sales page and you don't want people to leave your sales page, what you can do, and you'll notice that we have some of the more used short codes at the top of the pages. Also this quick user guide. So what I'm going to do is I'm going to put a shopping cart right here, take off the automatic redirect. So let me save this. We'll come to this post, and I'm going to update this. Redo this. Then you'll see that there's now a shopping cart under here. If there's no items in here you'll find that the shopping cart's not there. So soon as I add this item we can just checkout right here on this page too, if you wanted to, if you had like a single product on your site, you just want to checkout all in one page, you can do that here too. You can basically put these short codes anywhere, including widgets, which I just made simple products here, and widgets too. So you can make these products, widgets, you can make them pages, posts, custom posts. Wherever you can put a short code, you can put a product.

Christina: So the way to get it into a widget is you just go to a text widget or a custom html widget. Does it matter which one?

Korin: Custom html widget, I can show you them.

Christina: Okay.

Korin: So with this, one, you get a PayPal one already made for you.



Christina: That's the easiest way to do it.

Korin: Drop the shopping cart over here and that's going to put it in any of your widgets, so you can put it in you featured widgets next to your header. You can have a shopping cart in your header, anywhere you want to put it. For the products, so this one is going to be a product with the fancy display, and basically you just take your custom html, you pull it over and you just paste your short code right in there and save it.

Christina: And all these short codes to get these fancier one are in the documentation. Is that correct?

Korin: Yes.

Christina: Okay.

Korin: Can you while we are

Christina: Okay, go ahead.

Korin: I can just show you quickly. Let me just go to it. So it's going to be this one. So here is all of our documentation. We have videos. These are installation guides, we show you everything, how to do everything, including like adding your shopping cart to a side bar, creating specific checkout pages for your cart, selling digital media. See, this one, "how to show a product display box", this is going to be the one that has your short code in it.

Christina: Got it, got it.

Korin: And that's going to tell you how to do that. Then this is just more information, you can translate the plugin, so you can do language translations, caching plugins, showing a compact shopping cart, so this is a tiny one that doesn't spread out as much. So this is really good for headers. It just says "product name", "quantity" and "price". No images or anything.

Christina: Cool, so back to that sales page where you had it, your sales page where you have the button to buy and then the cart shows up below. The cart will only show up once you add something.

Korin: Yes, you can also, there's a short code that says "always show", so it will always show cart, it's just going to say "your cart's empty" and then have like a link to your shop page.



Christina: Okay. So let me ask, we got more questions in here to ask you, this is really, really awesome. Larry wants to know if he has, he's got clients and he wants his clients to pay their invoice. How would this set up differ if he wants to have on his site somewhere where clients can pay an invoice? And he didn't say if the invoice was variable or if it was sort of a set price.

Korin: With customer specific pricing, this plugin can't do it. That would have to be something like the e-store for that, or the plugin which has the customer specific where they can plug it in. If it's a set, like a set price, like say it's \$50 every month, like a gym membership or something, you can just create a store page that has something that says "pay your bill" and has a \$50 button or \$100 button, or a \$200 button. Because you can put as many buttons as you want on the page. Like say there's different options, then they can have those options there.

Christina: Well how about this idea. Let's say Larry has a client, let's say Larry's got five clients, and he's got on his site a special password protected page for each client, because he's got five clients, he talks to them every month. At the end of his consulting call, because maybe it's a variable call, he could go into that page and just specify the price and he could specify the product name, so he could say "invoice for Jane" "price" and then he can just put the amount.

Korin: Yeah, mhh hhm. .

Christina: So he could do that, so for certain coaches and consultants, they can do, they don't have a huge volume but they want to nice way for their people to pay online, he could do it that way.

Korin: Yeah. And if he's using like a membership plugin with that, he could set up protected pages for each client that they only see when they're logged in as a member.

Christina: Okay. Can you go back to the concept and just explain what a file URL is, because you know how you create a product and it's a digital download, and to just review that one more time.

Korin: So file URL.

Christina: That's for the product, so if they buy an e-book and it has a zip or something, or a pdf.

Korin: See this file URL? Let's say I'm selling this photo right here. Okay? Wherever you have it on your internet, it can be a Dropbox, it could be your Google, as long as



they can access it. You just take that url. I'm going to take this URL and then I'm just going to plug this URL in here and save it. So when this product's purchased, it's then going to deliver this URL to that buyer. This is really going to you have like say something you want to deliver to a single person, because they can use this link. For more robust link options, like expirations of like say three clicks or the link expires in three hours or 24 hour, or some forms of security on it, you have to use a different plugin, which would then be our e-store, which was developed strictly for digital items. You can do some physical items with it now. But this will allow you to deliver say like an e-book to clients and stuff like that simply, but it's not going to have all the security features because this is the light, the very lightweight shopping cart.

Joanna: Christina, are you still there?

Christina: Sorry, I was muted out, thank you.

Joanna: Okay.

Christina: Thank you. Would this be delivered via e-mail or would the file be delivered on the thank you page? How would the customer and get that file URL? And just to clarify, it could be a pdf, it could be a jpeg, it could be a zip file, it could be a word doc, it could be any kind of file?

Korin: Yes. I don't know where I put the short code in here. I put it at the top, there we go. So I'll just quickly go to this page. Let me just check my settings quickly.

Christina: Okay.

Korin: Make sure that I have everything here.

Christina: People are asking about the premium version, but I want to finish up these questions first and then have you talk about the premium version of the plugin.

Korin: I forget how this one delivers the content; I'm so used to e-store with this one.

Christina: Okay.

Korin: So let's just do this transactions. The great thing about test transactions is you get to see what your customer actually sees.

Christina: Yes. So let me just reiterate that again, you always want to do a test transaction.

Korin: It will come through sooner or later.



- Christina: Okay. So while we're waiting for that, let me just ask a couple of other questions. One person's asking, "So can I prepare my client tax return with a link to their finished tax return?" I guess in whatever form Dominique has the finished tax return, in if it's a zip or a pdf, I'm assuming the tax return would probably be in a pdf. Would this be a way they could do that?
- Korin: Yeah, they would just have to create a "buy" button for each one. So for like say client A is going to have to have their buy button because he's going to specify the download link in that one for that client.
- Christina: Right. And so since tax returns are, just my commentary, are sensitive in terms if social security and all that kind of stuff, you'd want to make sure your website is https.
- Korin: Yeah. And you'd be wanting to use a membership thing too, where that person can only log in and get there, so other people can't get a hold of it, too.
- Christina: Yeah. So with tax returns it might be, you might just need a little bit, you might need the premium version.
- Korin: With the premium version only the person who bought it can see it, unless they share the link. I'll show more, but this is the email that you get, and if you notice the download link is right here, and if we click on that it's just going to go to that and give me that download.
- Christina: Right, and then this, because someone tasking about the pdf, so she's demonstrating this with the download link as an image. If the download link were a pdf, you would just add in to your media library, you would upload your pdf into media library and then that's where they would get that pdf from.
- Korin: Yes. Or if you're using Amazon you can use your Amazon S3 account there. You can put it anywhere on the web in that file URL, so you could use your Dropbox, you could your Google Docs, you could use your own cloud or whatever, you just specify that URL right there.
- Christina: So then terms of the tax returns, Dominique is following up and says that Dominique uses a client portal right now, so can I link to their client portal login page?
- Korin: As long as, if it's password protected, it's going to take them to whatever the generic login page would be. So like if you went to your Google account, it's going to take you to the generic Google login.



- Christina: Got it. So the file url, this is perfect that you're here, the file URL that could be a web page, and not necessarily a file. Right?
- Korin: You can take our support page here and plug that in here.
- Christina: Got it. So it doesn't have to be, it's just where they're going to go to get their stuff.
- Korin: Yeah
- Christina: Got it.
- Korin: So this could be a generic login page, like say if you're using FreshBooks or whatever, this isn't cooperating with me, but whatever you want. Even if you wanted this to be google.com, you can make it google.com, you can make anything.
- Christina: And that's what I love about this plugin, it's very, very simple. You don't have to be techie, it's just a little short code and you can just go in there and type what you want to type in. Along these lines of what we're doing, can you integrate this within an appointment scheduler so you pay to book your consulting, and then once they've paid then there could be the link to go pick your consulting time?
- Korin: We have a lot of people who use this with Google Calendar. Google Calendar and then that person just puts in the time that they're blocking out. Like say it's a psychologist, they'll block up that one hour upon, they just go into the calendar and they block that out, and then the psychologist would get notification through Google that says appointment has been made.
- Christina: Right. Or if they're using Schedule Once or Time Trade or Acuity, I mean there's lots of different ways a consultant could use this.
- Korin: We don't have direct integration with them. Some of them have integrated with a few of our plugins, but they would then go to like say their generic login page.
- Christina: Right, right. This is just asking your opinion. Some people want folks to pay for the consultation and then pick the time, and other people want folks to be able to pick the time of the consultation and then pay. Do you have an opinion about that?
- Korin: I think it works best if they pick the time after, because they can have the link in the email or on the thank you page, on the redirection. Beforehand they may book it in and forget to make the payment.



Christina: Right.

Korin: Whereas make the payment then book it, so they have to go through that payment stuff.

Christina: Yeah, that makes sense. Okay, let me look more at these questions. Patrick. Okay, so Patrick's question is a little bit long. "From what both of you have said it seems like the page customer sees when clicking on the payment button cannot be changed to put the pay with a credit card or debit card at the top part, and the Pay Pal payment below that." I'll read the whole thing and then make sure I understand it. "That is what I really want, but PayPal wants to push people to do PayPal, I believe, and make the regular credit card payment at the bottom. Any thoughts? Also, although I realize you're..." So Patrick is asking, and this is sort of my thing about PayPal, is here we are business owners, we want to be able to sell our products and services, and then PayPal is kind of pushing 'sign up for an account'.

Korin: There are a few options here.

Christina: Okay.

Korin: One is PayPal probably won't change that, they're going to always want to push their PayPal because they can track things better, they have more control over it, dispute's open, they don't have to do the credit card charge backs, which cost them far more money than just refunding that back out. So that's one reason they kind of push that PayPal account, is because they just have more control over it. They do have of an option which is the PayPal Pro, but you are going to pay per month, and then you have to have an SSL on your site because that allows you to actually take the credit card payment on your site. You do not redirect to PayPal at all. They can choose to pay with their PayPal account and then have the redirection, but all of that happened on your site. That's kind of PayPal's option to wanting to have that direct credit card payment access; however you end up having to pay for it.

Christina: Right, right. Now Kara's asking, "How long did it take you to set up your first PayPal checkout using this plugin and how long should it take me initially for selling three books?" So she got three books to sell.

Korin: Been quite some time since I first set this up. It didn't take me very long. I would say three products, depending on how organized and prepared you are with your images, the amount of text you want to put in, all of your information and stuff, you should be under an hour. And that's like giving you a lot of time to do a lot of



stuff on the site. From like say install settings to products ready to go, I still think you could stay within that hour.

Christina: Yeah, I think you could too.

Korin: I think a lot of the time comes from actually designing the page, putting your content in, and putting your images and how you want it and stuff like that.

Christina: Right, and tweaking your images and maybe adjusting, "No, I want to say that word it's a little bit differently." I think, Joanna, can you look through the questions and just let me know because we don't want to run out of time for her to talk about the e-store. So, I know there was one question about the CSS code for the more advanced button, I see that one. So where did you get that?

Korin: So this more advanced code here that gives you the little fancy display? That one's going to be on the support page here, so I see shopping cart support page, and then you're going to see how to show product display box. This has a little video on it shows you how to do everything. And then your code is just here and it's simple, like it's in a special box where you can copy and it doesn't have any formatting or anything, so it doesn't have issues when you put it onto your site.

Christina: So there really isn't any CSS?

Korin: No, it's all designed into short codes, it's already in the plugin.

Christina: Got it.

Christina: All the setup and everything is already done. If you are a little bit more advanced, you can target these CSS's and change it a little bit.

Christina: Right. I think you can get most done with just this short code. Joanna, can you read any little questions that I might have missed before we go on to the premium version?

Joanna: Yes, so we do have a couple short questions. Jeff was asking, "Is there any way on the shopping cart page when they've added an item to the cart, to have an image show up there?"

Korin: Let me look quickly.

Christina: Oh, on the shopping cart page, like the image of the product.

Joanna: Like on the check-out page.



- Korin: I don't know if the simple one has this, hang on, let me look real fast. Showing product image thumbnail in the cart, so yes. We can do that. So this is another, it would be another short code. So right here you just put this short code right here, show shopping cart with the thumbnails, and then there's one where you always show it. Remember you can show the shopping cart when something's added, or you can always show the shopping cart, so there's always two short codes for the shopping cart.
- Christina: Let me just what you did, Korin, because what you just did shows how great this plugin is. So Korin got asked a question and she didn't recall it off the top of her head, so she went to their excellent documentation, just scroll up where those links were.
- Korin: It's this one here.
- Christina: Yeah. So when a company makes good documentation, us as business owners don't have to memorize things. She just went and she found that link that explained how to do it. So if you could just hit that back button so I can just show them where you were a moment ago? Under here, under these additional resources, it was "show product image thumbnails in the cart". So I love plugins or themes, either one that have excellent documentation, because then I don't have to memorize everything, I just have to have a link to the documentation and then I know I can find my answers. So good job you guys did on that documentation.
- Korin: Yes. That's one thing we tried really hard from the start, was will always put out so much documentation that we almost overwhelm you with too much.
- Christina: No, that's good, cause then just click on that again that "show product image". So you go here and then it actually gives you a visual, so then you can say, "Yeah, yeah that's how I want to do it." And then scrolling down it gives explanation and the short codes.
- Korin: Yeah. Also, if you want to use a specific thumbnail image URL, click the button short code, if you want to use the parameters for the shopping cart, which I can put the shopping cart in, you can actually see it on that side if you want. Put it down here, we can just replace this one, update and then you see how your cart is empty, "visit our shop", that's because I have it always show it. So when I add it it's just going to add that thumbnail right in there for each product, as long as it as a thumbnail.
- Christina: Got it.



- Korin: So if I added like this one... I didn't specify a thumbnail for that one.
- Christina: You specify in the short code, the thumbnail?
- Korin: Mhh hhm.
- Christina: Joanna, where there are any other, I know people are asking to go to the e-store, which is the premium version. Were there any other questions here?
- Joanna: Right, we still do have several, but we may not get through them all. Jim was asking, "So when you're on your checkout page, is there some place that you can add in to continue shopping, kind of like Amazon does, you can checkout or continue shopping?"
- Christina: That's a great question.
- Korin: I need to double check this. It's been a while since I've used this one. I don't see the "continue shopping" one on this one. I don't think it has that one on this one. The other one it does, the e-store. I might actually look at adding that in here. I'll talk to Ahmad the developer and see if he'll actually add that into this free one.
- Joanna: Okay, sounds good. One the coupon codes, Jenny was asking, "Is there any way you can have to coupon be an exact amounts instead of the percent?"
- Korin: On this one because it's such a simple shopping cart, no because the product don't get saved in a database where it can read the price. In the e-store, again, it does have the option. You can do a percentage or a flat rate.
- Christina: So the e-store, I'm assuming does everything this can do plus more?
- Korin: Yes, plus a lot more. And it is again, it's set up a lot like this, it uses the short codes, you do have to change out your short code though, you won't be able to take the same short codes over. It has all of the documentation and more, it has all of the like examples and stuff all in the plugin also.
- Christina: And I just want to make a general comment about free plugins versus paid plugins. If you find a plugin you like and you're using the free version and you're like, "I love this plugin." Go ahead and buy at the paid one. The paid one helps companies like Korin's stay in business. It's not a ton of money. How much is your paid plugin?
- Korin: So our paid plugin is a flat rate of \$49.95. We don't charge, like you don't have to



pay every year unless you need direct support after that. So the only fee is if you need a developer to actually help you with support. You get access to all of our support, our support forum, everything for free, and you get updates for the rest of the life for the plugin.

Christina: Okay, which is really amazing, so I'm just going to reiterate that. So \$49.95, so for \$50 you get the premium version and you get all updates, so it's not \$50 a year, it's \$50 one time, and then you get all these other things. So if you're using the free version, you're like, "I love this plugin, I'm happy, I'm not going anywhere else." it's worth the \$50 to get the premium version. Alright, let's look at, show us what you can with the ten minutes we have left of the premium version.

Korin: The premium version, we call it WPE store. We use it on our site, so we use all of our plugins on our sites. We don't use someone else's, we use them, we developed them. They're always being updated, developed and kept current, even our free plugins. So the e-store, it was designed to stop digital assets. So anything digital content like pdfs, e-books, photos and all of that, so it has a lot of security options for that, where the link can't be shared as much. It has options of like, it's an encrypted link, so they can see where that file is actually hosted. It's dynamically generated, so it's generated for that person as soon as that button is hit, and it has explorations like per click, per time or per click and time. You can sell physical products with it, it's just not as robust as say some of those larger ones. It has less variation options, [inaudible] options, but it still has those options. It has all the reporting and stuff, it still uses the easy streamlined checkout, which is that checkout we were using. However, you can use about 20 different checkout payment gateways with this. PayPal, Authorize.net, 2checkout, manual payments. You can use the customer specific pricing that that one guy was looking for. It's a multi-site license, so when you buy it you can use it on all the sites that you own for \$50.

Christina: That's great.

Korin: Yeah. So if you have ten sites, you can use it on ten sites. It has same design concept of you create your pages and put short codes in, so you still create all of your pages how you want to create them, and you just drop a short code in. This one has far more short codes. This one probably has 100 short codes, versus maybe the 15 or 20 the simple shopping cart has. It has a lot more design options with it, we have a lot more fancy displays with this one, too.

Christina: Can I make a comment on short codes and why I love short codes? So let's say you got your site up and it's running and you're now out with your family and it's on the weekend, and you realize, "Oh geez, I forgot something." Or there's a little typo in that product price. Even from your phone you can easily edit and just type



it in, because it's just text. So short codes are very non-techie friendly because they are just text and you can just look at it and go, "Oh the name of the product is wrong or Oh, it's supposed to be \$250, instead of \$25." So that's why I love plugins like this.

Korin: Something else that this one has that some of your viewers might like, is it has, so on the simple shopping cart, you can use the "add to cart" button, so they always have to add to cart. On this one you have "buy now", which is an instant button for PayPal, you click it, you go straight to PayPal. No shopping cart, no nothing.

Christina: I was going to ask that question, of how do we get, if you're only selling one thing, how do we get straight to PayPal, so that would be in the premium version.

Korin: Then you have also a download button, so it's the download now button, so they don't even have to make a payment, which would work for the tax return guy. And you can specify like a download link in there and then they just hit that, and it takes them to their downloads. If you want to give something away for free and it has the subscription payments. So if you have a membership and you want to reoccur every single month, this one has the subscription payments in it.

Christina: That's great. Do you have a site or can you show us just from the outside, because I know you won't have time to sort of set up the premium version, but just sort of showing how the without going to actually purchasing, just show how it would look if they were to decide to get the premium version?

Korin: This is the shopping cart. We have a few different ones, so this is shopping cart one, this is shopping cart two.

Christina: Oh, the two different designers of the shopping cart. I see. So you could have designed number one or design number two.

Korin: Yeah. And then this has also the terms and conditions option in that which the other one doesn't, so you have to check and agree to the terms and conditions before you purchase. This is what a squeeze page form, so you just put in your name and email address and you get a free download, that's for building lists. But how this basically works, is you just add to cart, it's going to take you to very similar to the simple shopping cart, it tells you your price, this is for two plugins.

Christina: Got it. Now it has to continue shopping that someone was asking about.

Korin: Yeah, and then you just agree to your terms and conditions. You can turn this off if you don't want the terms and conditions, and then it's just the checkout with PayPal, which is going to do that redirect to PayPal for people to checkout.



Christina: That's great.

Korin: And then this is like the just another button. So see this one where you can have different buttons, because you'll notice our buttons look different, so we have one button here, we have a different button here, so you can specify a quick product button.

Christina: On the free version there was that one button that we had made and applied to everything, but for that paid version, you can have a different button for each product.

Korin: Yes.

Christina: Cool.

Korin: Hang on, I think I can log in and show you, I'll just do this quickly. So I use e-store on this one. And as you'll see on e-store, you have you "manage products" because you actually have to add in your products here. So see, these are my products on the site. Which is, the name, the price, the download link and all of that. Then you have like categories that you can list under, because then you can use things like "display all items in this category" and you can make a page, like a shop page, it just shows those items. You get stats what this one, so this one gives you more stats, like what products are selling and all of that. Your settings. Again, they're laid out very similar, they have all of the help text with them. There's just a lot more settings with this one because it has a lot more options. But again, you have like your "add to cart" button, so you can globally change it, or you can go per product. This one has a "sold out" option, so when your product becomes sold out it automatically changes your "buy" button to a "sold out" image.

Christina: That's nice, that's really nice. Now if somebody wanted to start out with the free version and then they want it to upgrade to the paid version, with the codes, can you have both plugins at the same time or would you... How would that work? Would the codes still work or would you just have to go and edit and change your product codes?

Christina: So as you're doing the changeover, you can run both plugins at the same time, but you're going to have to go and change out all your short codes. So if you have a lot of products, it's going to take you a little bit. If you have like say, 10, 15 products, it's going to be pretty fast because it's basically just going in and copying and pasting your short code.

Christina: Right. Or people could decide from the beginning, "Hey, I'm just going to buy the



premium and just start with the premium version."

- Korin: This one also lets you see all your customer information back here too. So transaction ID's, what they bought, their email address, everything, where the other one doesn't. Because this one uses...
- Christina: Right. So that free one doesn't store customer information and I'm assuming it doesn't store any credit card, just sort of their name in their email and what they bought.
- Korin: None of our plugins store credit card information because it uses...
- Christina: PayPal.
- Korin: This one does show you a little bit, so you can see some information here, but it's just not as much. So you can see that I made transactions, I paid this; this is the status kind of thing.
- Christina: Right.
- Korin: Where with the other one you get far more information.
- Christina: I knew we were going to run at a time. Didn't I tell you there's going to be so much fun we're going to run out of time? Korin, this is really awesome. Joanna, were there any, because I know we need to wrap up now, were there any other kind of like big questions that we didn't answer? I mean I know Jenny has a question about integrating it into MailChimp when somebody makes a purchase and I don't know if that's sort of beyond the scope of this.
- Korin: The e-store, the premium does have MailChimp integration, I'll have to quickly look and see if the simple shopping cart has it.
- Christina: Well for \$50 to support you guys, I think it's well worth it. So I'm not worried if the free one doesn't have it. My approach, I mean especially when it comes to selling online, my approach to free plugins is you use them and then when you want to get more complex, you upgrade, you pay for the premium version. So if the premium version satisfies the integration, I'm good with that. Like what Korin's doing, is she's looking now through the documentation, she's going through kind of quickly. So I think everybody listening can search through that documentation.
- Korin: I don't see it here. I'm pretty sure we didn't do any of the auto-respond integration with the simple one, just because it's so light weighted, it doesn't have



those options.

Christina: Right, right. Again, if you don't need that, no problem, but if you want that MailChimp integration, then just buy the premium version.

Korin: If you have questions you can always also email them to me and I can answer them afterwards.

Christina: So we are going to, what is the URL, tipsandtricks-hq is the URL?

Korin: Yeah, .com.

Christina: So tipsandtricks-hq.com, we'll email this out as well, and then click on the "products" and then you'll find the...

Korin: Under "projects" has all of our plugins, including like our security plugin, our simple shopping cart, all of them are under there.

Christina: Okay.

Korin: So "projects" and then products have all of our premium plugins. We also write a lot of good content for beginner WordPress users and stuff too.

Christina: Okay, cool.

Korin: So just look around.

Christina: Well Korin, this was awesome and I knew we would have tons of questions, and questions are always good, that means that people are engaged and they're liking what they're seeing. I just want to thank you for coming and teaching us about. If you could just go to wordpress.org, just let's have that on the last screen. No, from browser go to. I like to show the outside and their plugins WP Simple PayPal, but you can, if you want to read more about it here, or inside your WordPress site, you can just add it and they would search for WordPress Simple PayPal Shopping Cart. We are out of time, and anything else, Korin, before we end this call?

Korin: No, I think that we covered a lot of stuff.

Christina: Yeah, you covered a lot of stuff. So I feel like everybody now is empowered to be able to go ahead and set this up. Again, if you like it and you want the extra features, go ahead and get the premium version. Thank you so much, Korin, for coming and teaching this to us. This has been fabulous.



Korin: One other thing is, if they do have any questions they can send it to our support, because we do answer questions on our free plugins, too. We fully support our free and paid plugins very similar.

Christina: Okay, excellent. That is that is really good to know. But what I love about what you've done is you've created not only a good product, but excellent documentation, so people can find their own answers. Thank you, Korin, and to everybody else, we will get this replay and the transcript done, and go out there, try out this plugin, WordPress Simple PayPal Shopping Cart, checkout the premium version and I will see you all next time. Bye, bye everybody.