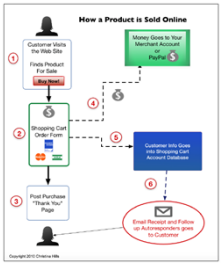
Website Transformation Workshop

Selling Products & Services From Your Website

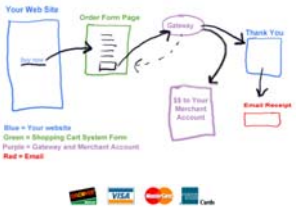
with Christina Hills

General Overview of the Online Buying Process

How a Product is Sold Online

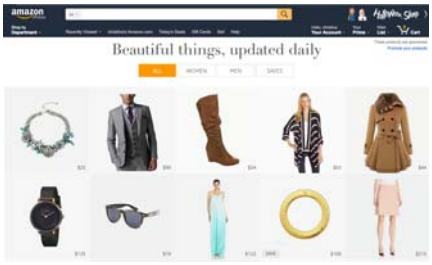


… and How You Get the Money

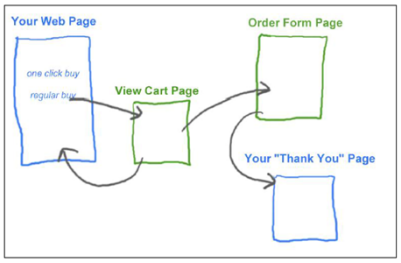


The Two Types of Buying Processes: Multi Product vs. Single Product

Multi Product "Amazon Store" Type Site



Multi Product “Amazon Store” Type Site



Single Product Site

(with Payment Plans)

“Single Product” Site

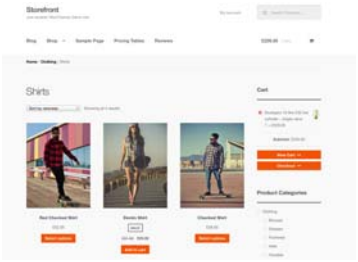
Ask Yourself which type of Website are you building ?

- Multi Product Store
-Single Products
-Consulting/Coaching

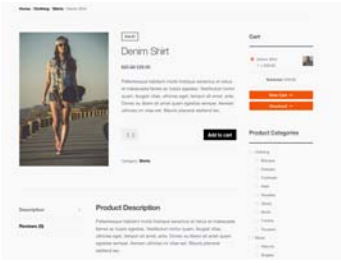
Physical Products

WooCommerce:
Physical Products with Cart and Inventory

Woothemes.com: Example Store



Woothemes.com: Product Page

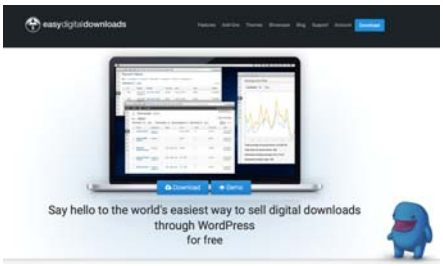


The WooCommerce Plugin
for physical products. i.e. you ship them.

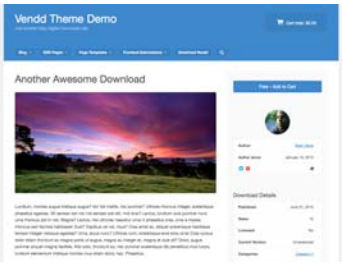
Free Plugin
if want to make it digital, add extensions

Digital Products

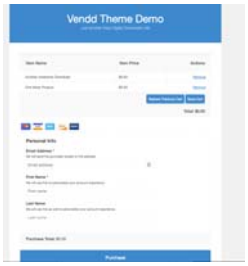
Easy Digital Downloads: Digital Products (with Cart) No Inventory



Easy Digital Downloads: Special Theme Product Page



Easy Digital Downloads:
Order Form "Checkout" Page



Easy Digital Downloads Plugin
for Digital products. i.e. you don't mail anything

Free Plugin
if want to make it Physical, add extensions

Donations

Give Plugin
Donations or Consulting Fees

Give Plugin
On Sidebar

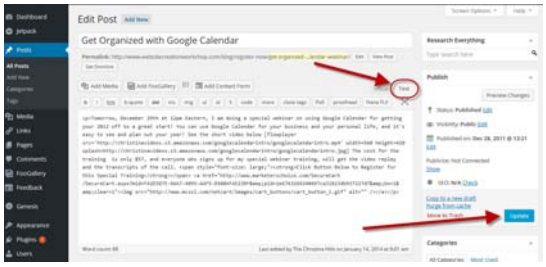
Give Plugin

The Give Plugin has extensions as well

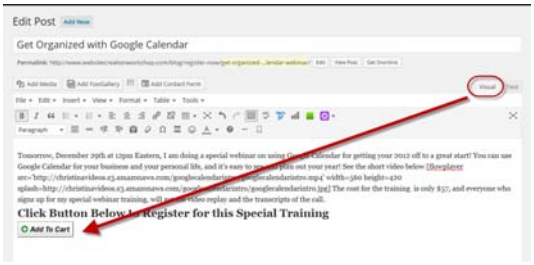
How to add ANY Shopping Cart Button to WordPress

Shopping Cart Buttons in a Post or a Page

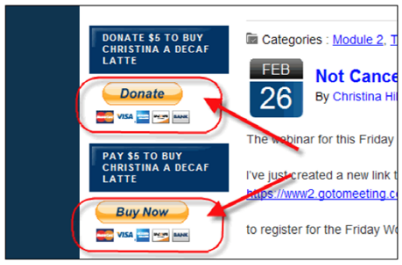
Paste in the HTML Code in the 'Text' View



View the Button "Visual" View



You Can Also Add the HTML Code to Your Sidebar Widgets



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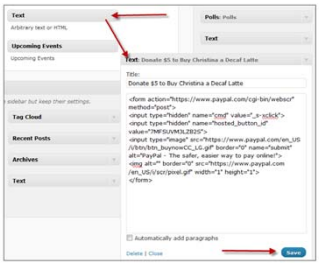
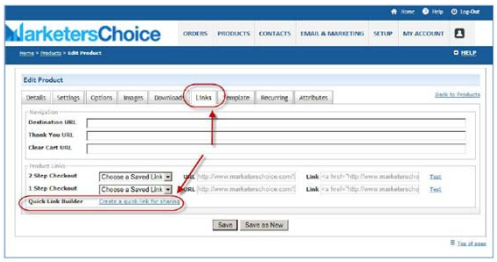


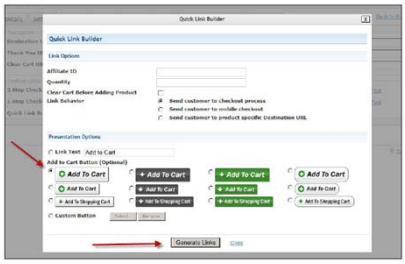
Selling Your Own Products with the 1ShoppingCart/MarketersChoice System on Your Website

Selling Your Product From a Page or a Post

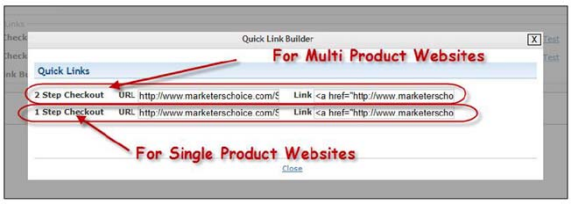
Let's Login to Your 1Shopping Cart



Grab the HTML Code to Paste into Your Site for Text Links



What the 2 Different Links Do, and How to Get Other Buttons



Selling With PayPal

Types of PayPal Accounts

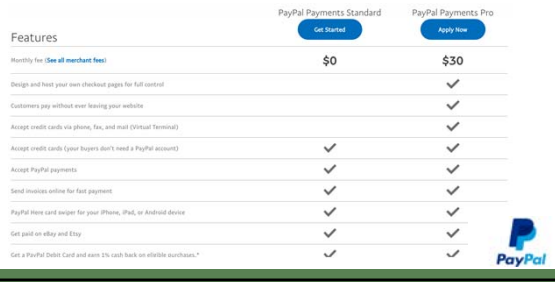
Account Benefits	Personal	Premier	Business
Send money	✓	✓	✓
24-hour fraud surveillance	✓	✓	✓
Customer Service availability	✓	✓	✓
eBay Tools	✓	✓	✓
Merchant Services	Limited	✓	✓
Accept credit or debit cards		✓	✓
PayPal Debit Card	Limited	✓	✓
Multi-user access			✓

Get Premier or Business Account

Types of PayPal Accounts

1. **Personal Account**
   - For people who shop online. You CANNOT accept credit cards.
2. **Premier account**
   - Allows accepting credit card payment.
3. **Business account**
   - Allows accepting credit card payment. Also allows you to do business under a business name and make mass payments.

Ways to Accept Payments in PayPal



Features	PayPal Payments Standard Get Started	PayPal Payments Pro Apply Now
Monthly fee (See all merchant fees)	$0	$30
Design and host your own checkout pages for full control		✓
Customers pay without ever leaving your website		✓
Accept credit cards via phone, fax, and mail (Virtual Terminal)		✓
Accept credit cards (your buyers don't need a PayPal account)	✓	✓
Accept PayPal payments	✓	✓
Send invoices online for fast payment	✓	✓
PayPal Here card swiper for your iPhone, iPad, or Android device	✓	✓
Get paid on eBay and Etsy	✓	✓
Get a PayPal Debit Card and earn 1% cash back on eligible purchases.*	✓	✓

Ways to Accept Payments in PayPal

1. PayPal Payments Standard

- free
- already available as a part of premier or business account
- purchaser will be sent to a PayPal page to complete the transaction

2. PayPal Payments Pro

- $30/month
- extra features available like taking payments over the phone, and having a shopping cart right on your website (without purchaser being sent to PayPal to complete the transaction), etc.

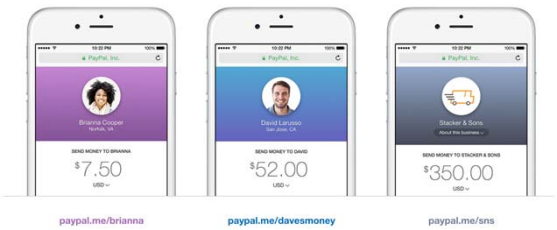
Ways to Accept Payments in PayPal

3. PayPal Express Checkout

- already available as a part of premier or business account
- purchaser needs to make payment using their PayPal account (ie. they can't use their credit card)
- an easy way to add PayPal to the existing payment methods in your shopping cart
- as people will be instantly taken to their PayPal account when an Express Checkout button is clicked on, PayPal claims the conversion rates are high.

Get a PayPal.me Name!

Paypal.me/yourname

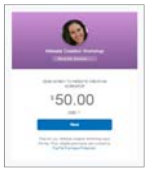


Paypal.me/yourname

- Easy way to ask people to send you money
- Free for PayPal account holders.
- Go to https://www.paypal.me/ to create your own unique link that you can give people. They simply visit that link to make payment.
- You have to have a paypal account for both parties to make this work.

Paypal.me/yourname

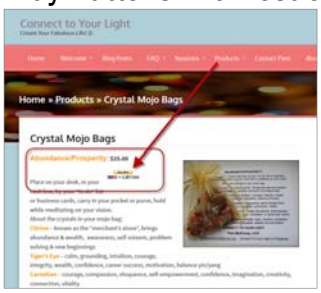
- Allows you to specify payment amount if needed (ex. Use paypal.me/yourname/50 to request $50)



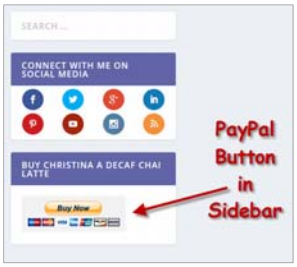
- Example: www.PayPal.me/christinahills/50

Selling Your Own Product with PayPal on Your Website

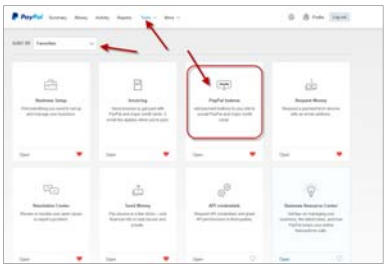
PayPal Buy Buttons in a Post or a Page



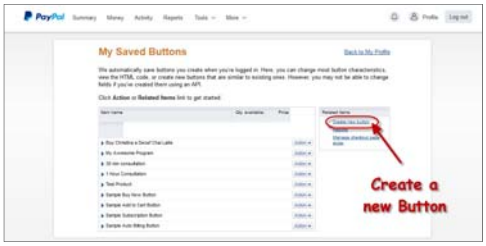
PayPal Buy Buttons in the Sidebar Widget



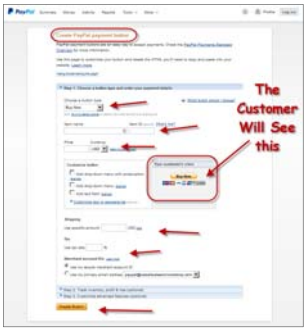
Inside PayPal Select "Tools"



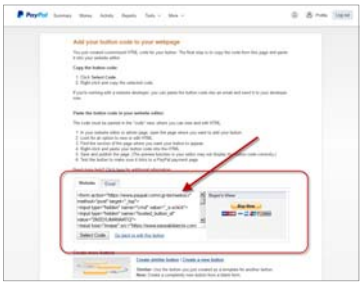
New or Saved PayPal Buttons



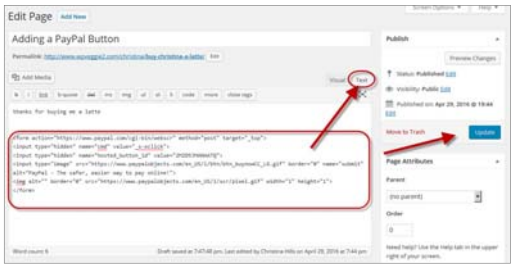
Create a PayPal Button



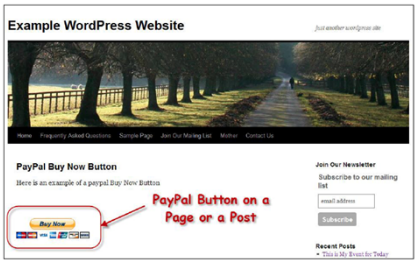
Get the HTML Code



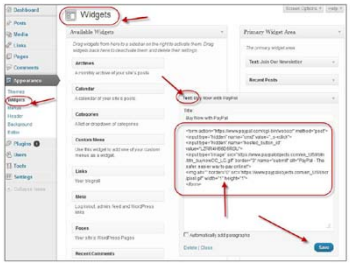
Add the Code to a Page/Post in HTML Mode



PayPal Button on a Page



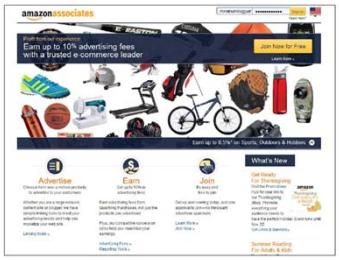
Paste the HTML Code to a Text Widget



View Your Site with the PayPal Button on the Sidebar

Selling Books & Other Products with the Amazon Associates Program

The Amazon Associates Program

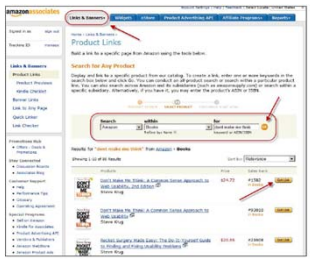


Amazon Products in two Sidebars

Amazon Banner and Product Link in a Sidebar

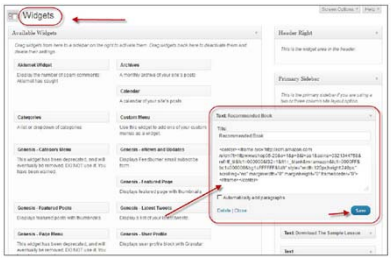
Inside Amazon Associates – Get Links & Banners

Search for the Product You Want to Sell



Get the HTML Product Link Code

Paste the HTML Code into a Text Widget and Save



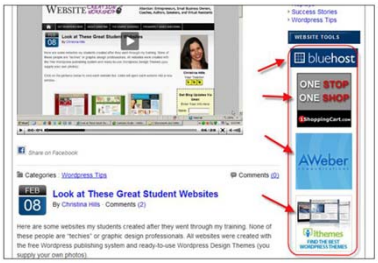
Amazon Product in the Sidebar on Your WordPress Site

Use an Amazon aStore to Sell Products

Amazon “aStore” on a WordPress Page

Selling Other People’s Products: Affiliate Marketing

Affiliate Links on Sidebar on Your Website



Get the Affiliate Code from the Affiliate Tools Area

Questions on Selling Online?