

Many people would like to get into Internet Marketing and sell resell products or even their own products. Although there is a lot of information available to “Newbies” on how to become involved with IM, how to find good products to resell, how to build a website, and more; many newbies find themselves a little stumped when it comes to adding a Paypal “Buy Now” Button on their new sales pages.

Unfortunately, Paypal doesn’t give the best “how to” information in their FAQ’s either. I noticed this problem when a friend of mine that makes quite a bit of money in AdSense Revenue and is very proficient with HTML and web design came to me and said, “I have never added a Paypal Button to any of my sites because I don’t have the time to learn how to do it by myself. Can you help?”



This is how this project came about and you now have Private Label Rights to it. You can change it up, keep it like it is, and put your name on it as the author, whatever you want to.

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, you may want to 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: ?

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: ?

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.

Next, of course, 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:

Item ID/Number:

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

Currency: ?

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 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.

PayPal Made Simple

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