
Buy NM Local:

PayPal Set-up *with* New Mexico MainStreet



April 2, 2020

NM Economic Development Department

Buy Local: www.buynmlocal.com



"We are dedicated to assisting every business that we can to endure the significant hardship this emergency has already caused."

- GOVERNOR, MICHELLE LUJAN GRISHAM

"We know New Mexicans have loyalty to local businesses and those businesses need our support now more than ever We hope this website becomes one of many tools that can help businesses through this crisis."

- ECONOMIC DEVELOPMENT SECRETARY, ALICIA J. KEYES

New Mexico MainStreet

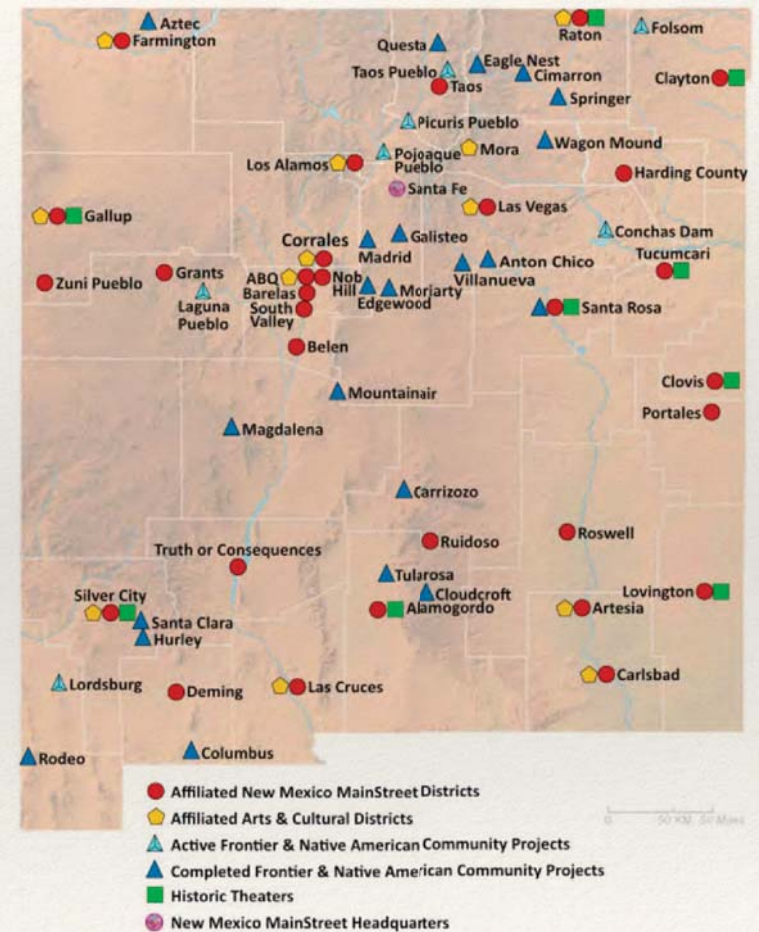
Engage People • Rebuild Places • Revitalize Economies

New Mexico MainStreet is an asset based community economic development program.

The program's core objective is **downtown revitalization and redevelopment**

- NM MainStreet Districts (30)
- Arts & Cultural Districts (12)
- Frontier & Native American Communities (28)
- Historic Theaters (8)

New Mexico MainStreet
Network Map



Online Commerce with PayPal



But First...

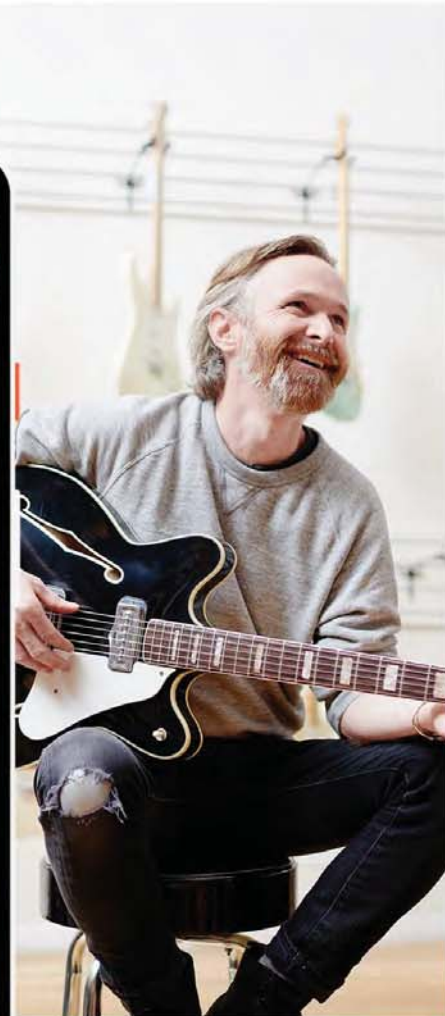
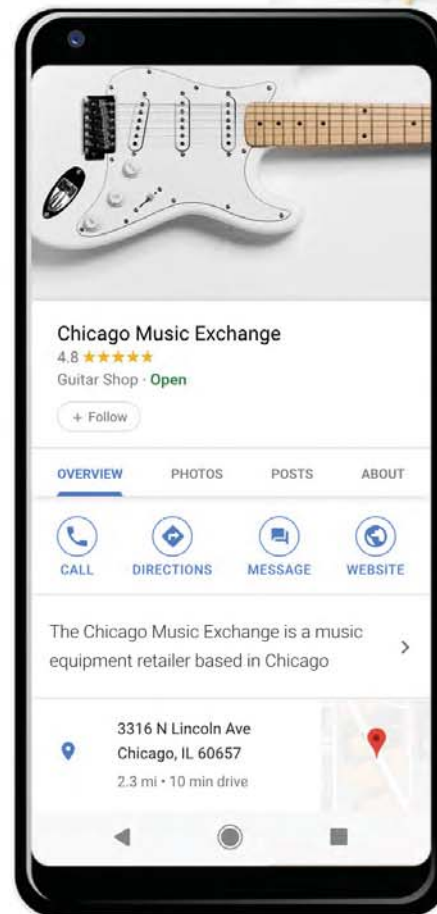
Have you claimed your **Google Business Listing**?

It is the primary way people find out about your business. Be sure you have claimed it and verified your information.



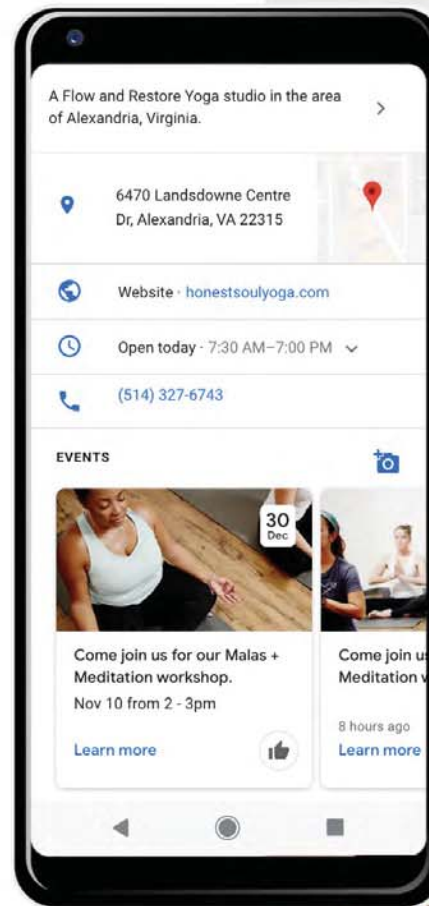
Engage with customers on Google for free

With a Google My Business account, you get more than a business listing. Your free Business Profile lets you easily connect with customers across Google Search and Maps.

[Manage now](#)

Stand out on Google with a free Business Profile

More than just a local listing, your free Business Profile lets you manage how your business appears on Google Search and Maps.

[Manage now](#)

Home Builders Association-Eastern Nm

621 A North Main Street
Clovis, NM 88101

Home

Posts

Info

Insights

Reviews

Messaging

Photos

Products

Website

Users

Create an ad

Get custom Gmail

Add new location

Manage locations

Linked accounts

Limited Google My Business functionality

Edits, review replies, and other Google My Business functionality may not operate as usual at this time due to the Coronavirus (COVID-19)

[Learn more](#)

Create post

Add photo

Create ad

Claim your \$100 free advertising credit

Non-profit organization in Clovis

Ad · <http://hbaofenm.com/>

Home Builders Association-Eastern Nm -
Non-Profit Organization

Getting started is simple - we walk you through every step. Set your own budget and only pay when people click your ad. [Learn more](#)

Claim your credit

Updates from Google

This location has updated information from Google users or other

Coronavirus (COVID-19)

Let customers know about any changes to your business due to COVID-19

[Learn more](#)

PERFORMANCE

Views

343

Searches

337

Activity

9

Search views

302 (+11%)

Maps views

41 (+5%)

Performance over the past 28 days

Get custom email you@yourbusiness

Give everyone on your team a professional Gmail address with G Suite. [Learn more](#)





Setup Steps

- ❖ Go to PayPal.com
 - ❖ Click “Sign Up”
 - ❖ Select “Business Account” and click the “Next” button
 - ❖ Review features and select account type
 - ❖ Enter email address, password, business information and click continue
 - ❖ Add business details and personal information and click submit
 - ❖ Check ways you would like to be paid
 - ❖ Move on to Account Setup
-

Setup Steps Continued

- ❖ “Welcome” page
 - ❖ Click on “Summary”
 - ❖ Confirm phone number(s) and email address
 - ❖ Link bank account
 - ❖ Order card reader for in-person sales
- ❖ Back to “welcome” page - to begin taking online payments, select “Set up online payments” and follow instructions
 - ❖ Three options:
 - ❖ Have your IT person create the link
 - ❖ Use an eCommerce plugin or app
 - ❖ DIY – Add the button yourself



PERSONAL ▾

BUSINESS ▾

SEND

REQUEST

HELP

Sign Up

With PayPal, you can pay your way.

Add credit, debit, and bank accounts to your digital wallet and take your pick at checkout.

Log into Your Account

Responding to the Coronavirus

PayPal CEO Dan Schulman on how PayPal is supporting people and businesses affected by the outbreak of COVID-19. [Read the letter. >](#)

Your account is brimming with possibilities.

Get Started

Pay Your Way

Purchase Protection¹

Send Money

PayPal is a secure, easy way to pay
and get paid - sign up for free



Personal Account

Shop online or send and receive money. All without
sharing your payment info.



Business Account

Accept PayPal and all cards online or at the register.
Send secure invoices to your customers.

Next



Sign up for a Business account

Enter the email address you'll use to sign up or log in

Continue



Sign up for a Business account

Password



Enter at least 8 characters.

Enter at least 1 number or symbol (!@#\$\$%^).

Continue



Tell us about your business

We'll confirm your information to help keep your account secure.

Business contact

Enter your email address



Legal first name

Legal last name

Business details

Legal business name

Business phone number

Business phone number

Business address



- ☐ You have read and agree to **E-Communication Delivery Policy**, which provides that PayPal is an online service and that you will receive all account notices and information electronically via your primary email address. You have also read and agree to the **User Agreement, Privacy Statement**. If you provide your mobile number, you confirm that you are authorized to add this number and give us permission to contact you about your PayPal branded accounts using automated calls or texts to service your accounts, investigate fraud, or collect a debt, but not for telemarketing. If you don't want to receive automated calls or texts, you can change your preferences in your account settings at any time.

Agree and Create Account

REQUIRED

Business Type

- Individual/Sole Proprietorship
- Partnership
- Corporation
- Nonprofit

Type in Key Words

Monthly Sales:

- \$0-\$4,999
- \$5,000-\$24,999
- \$25,000-\$49,999
- \$50,000-\$99,999

OPTIONAL

Website



Describe your business

Business type	?
Individual/Sole Proprietorship	▼

Product or service keywords	!	?
-----------------------------	---	---

What are your monthly sales?	!	?
------------------------------	---	---

Website (optional)

Continue



Tell us more about you

We'll confirm this information to help keep the account secure. We won't perform a credit check.

SSN (last 4 digits)



Date of birth

Month



Day

Year

Home address

Street address



Apt., ste., bldg.

City



State

New Mexico



ZIP code



Submit

[Summary](#)[Money](#)[Activity](#)[Reports](#)[Tools](#) [More](#) [Help](#)[Log out](#)

Welcome to your PayPal business account

Get paid now

Ready to get paid? Your account comes with these quick, easy ways to request payments.



Request or send money

Send your customers an online payment request for goods or services. Or send a payment for your business expenses. All you need is a name, email, or phone number.



Send an invoice

Create and send an invoice in minutes. Customers can pay it online using their credit card, debit card, or PayPal.



Set up payments

Do you want to collect payments online or in person? Set up your account to accept these types of payments.



Offer PayPal checkout on your website

Use PayPal to offer easy, secure payments on your website. Customers can pay with PayPal or their debit or credit card.

[Set Up Online Payments](#)

Take card reader payments with PayPal Here

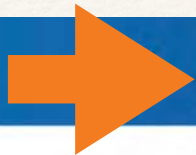
Take payments on the go, or in your store, and use the PayPal Here app to track your sales.

[Set Up PayPal Here](#)

Sell on a marketplace

Sell through online marketplaces with PayPal built right in.

[Connect to a Marketplace](#)



Summary

Money

Activity

Reports

Tools ▾

More ▾

Help



Log out

Hi Robyne. Ready to get paid?



Make money requests

Send a simple payment request for goods or services.

[Request Money](#)



Accept payments in person

Accept credit cards in store or on the go with our card reader.

[Order a Card Reader](#)



Accept payments online

Use PayPal to offer easy, secure payments on your website.

[Set Up Online Payments](#)

^ Hide

Money

More >

Available

\$0.00

[Transfer Money](#) ▾

[Add Money](#)



Get paid fast

Start an invoice in seconds.

Enter your customer's email

Add an item description



Add a mobile phone number

[See details](#)



Confirm email address

[See details](#)



Add your home phone number

[See details](#)



Add a mobile phone number

[See details](#)



Confirm email address

[See details](#)



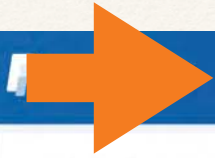
Add your home phone number

[See details](#)



Add your bank account

[See details](#)



Money

Activity

Reports

Tools ▾

More ▾

Help



Log out

\$0.00 USD

Available

Add money



U.S. Dollar

PRIMARY

\$0.00 USD

Convert currency



Add a currency



Currency calculator

Merchant fees

Payment preferences

Send or request money

Banks



Link a new bank

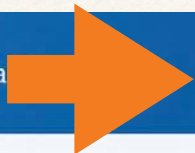
Cards



Link a new card



Summa



Activity

Reports

Tools ▾

More ▾

Help



Log out

Search for transactions



Active ▾

All transactions ▾

All currencies ▾

Past 30 days ▾

Download

There are no transactions for this date range.

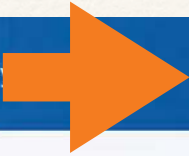
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Insights

 ^[Sales](#)[Checkout](#)[Customer](#)

Statements

 ▾

Activity download

Financial summaries

 ▾

Disputes and chargebacks

Transactions

 ▾

Tax documents

[Help and documentation](#)

Sales Insights

Data to help you understand and grow your business

[Feedback](#) <

Overview

Showing data for
Past 30 days



Sales ?

All payment methods

--



from a year ago

Transactions

All payment methods

--



from a year ago

Average order value

All payment methods

--



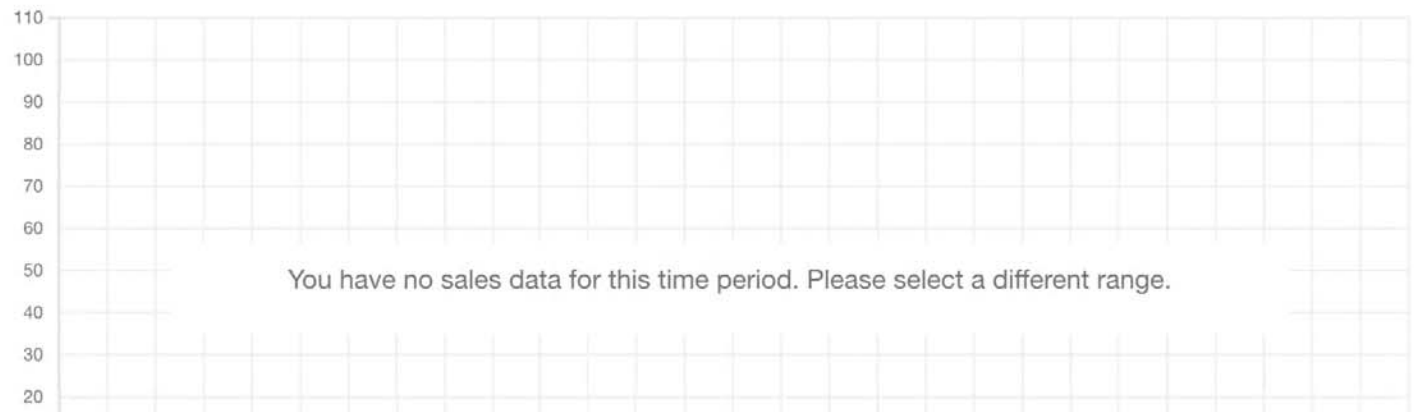
from a year ago

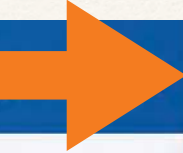


Compare data to last year



Paid with PayPal Credit



[Summary](#)[Money](#)[Activity](#)[Tools](#)[More](#)[Help](#)[Log out](#)[Business Setup](#)[PayPal Here](#)[Invoicing](#)[Request Money](#)[Resolution Center](#)[Send Money](#)[All Tools](#)[Reports Feedback](#)[Feedback](#)

Reports

Insights

[Sales](#)[Checkout](#)[Customer](#)

Statements



Activity download

Financial summaries



Disputes and chargebacks

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[Help and documentation](#)

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from a year ago

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All payment methods

--



from a year ago



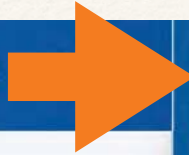
Compare data to last year



Paid with PayPal Credit

110
100
90
80
70
60
50
40
30
20

You have no sales data for this time period. Please select a different range.

[Summary](#)[Money](#)[Activity](#)[Reports](#)[More ▾](#)[Help](#)[Log out](#)[Customers](#)[Resolution Center](#)[Business setup](#)[Reports Feedback](#)[Feedback](#)

Reports

Insights

[Sales](#)[Checkout](#)[Customer](#)

Statements



Activity download

Financial summaries



Disputes and chargebacks

Transactions



Tax documents

[Help and documentation](#)

Sales Insights

Data to help you understand and grow your business

Overview

Showing data for
Past 30 days



Sales ?

All payment methods

--



from a year ago

Transactions

All payment methods

--



from a year ago

Average order value

All payment methods

--



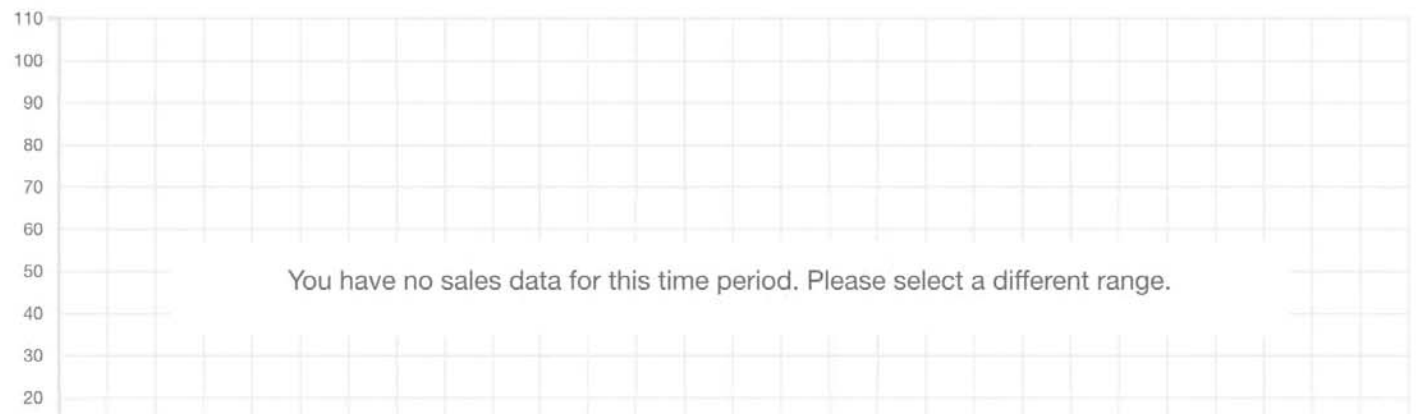
from a year ago

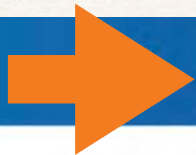


Compare data to last year



Paid with PayPal Credit



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Make money requests

Send a simple payment request for goods or services.

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Accept payments in person

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[Order a Card Reader](#)

Accept payments online

Use PayPal to offer easy, secure payments on your website.

[Set Up Online Payments](#)[^ Hide](#)

Money

[More](#) >

Available

\$0.00

[Transfer Money](#) ▾[Add Money](#)

Get paid fast

Start an invoice in seconds.



Add a mobile phone number

[See details](#)

Confirm email address

[See details](#)

Add your home phone number

[See details](#)

[Summary](#)[Money](#)[Activity](#)[Reports](#)[Tools](#) [More](#) [Help](#)[Log out](#)

Let's set up payments on your website

There are three ways to integrate with PayPal Checkout.

Don't have a website? Check out PayPal's [recommended ecommerce solutions](#).



Working with a developer?

Add your developer to your account to give them permission to integrate PayPal on your website.

Add Your Developer



Using an ecommerce solution?

Use API credentials to integrate PayPal with a website built using an ecommerce solution.

Get Your API Credentials



Programming it yourself?

Use our developer documentation to set up [Smart Payment Buttons](#). These steps require web development skills.

Go to PayPal Developer

Just need a simple HTML button? [Create your button now](#).

[Set this up later](#)

Our integration specialists can help you add a Buy Now button to your website. Simply call 1-866-391-6554 and press 2. Support hours are 9am - 5pm CST.



Call us at (866) 391-6554

PayPal Invoicing

Invoice fast. Get paid faster.

PayPal makes it easy to manage your billing and get paid from virtually anywhere. Customers can make a payment securely in just a few clicks and you can receive your money in minutes.



Make billing easy.

Create and send an invoice in minutes, from nearly any device. Choose to send your invoice via email or using a shared link. There's no need to download invoicing software.



Customize your invoice template.

Add your logo, contact information, and custom fields to your invoice template – you can save it for fast access whenever you do your billing.



Stay organized.

Manage everything in one place. View your billing history online, track payments, and send reminders.



Send invoices for free.

There's no setup or monthly fee for online invoicing. You only pay when you receive a payment. It's a 2.9% + \$0.30 **fee** per transaction.*

Fees

Standard Transaction Fees

These fees apply when you sell goods or services online (including using PayPal Payments Standard and PayPal Checkout) and in your store location.

- No startup costs, no termination fee, no monthly fees.
- Accept PayPal payments, Venmo, PayPal Credit, and all major credit and debit cards with PayPal Checkout
- Accept PayPal payments, PayPal Credit, and all major credit cards and debit cards with PayPal Payments Standard

If you're selling goods or services and the sale occurs:

And the funds you are receiving are coming from a PayPal account:

then you pay:

Through an online transaction

In the U.S.

a fee of 2.9% of the transaction amount plus a **fixed fee** based on the currency.

Outside the U.S.

a fee of 4.4% of the transaction amount plus a **fixed fee** based on the currency.

In your store location

In the U.S.

a fee of 2.7% of the transaction amount

Outside the U.S.

a fee of 4.2% of the transaction amount



[PAYPAL.com](https://www.paypal.com)

Help for your business!

PayPal Help Center

Visit the [PayPal Help Center](#) for account and product information plus access to PayPal customer service and community help.

Additional Support and Resources

[Manage your account](#) – Log in to view transactions, withdraw funds, access the Resolution Center and more.

[Resolution Center](#) – Issue refunds or fees or respond to a customer chargeback.

[Business Resource Center](#) – Get all types of tips on managing and growing your business with PayPal.

[Developer Center](#) – Access integration guides for all merchant solutions, set up apps and credentials for live testing and set up sandbox test accounts.

[Merchant Technical Support](#) – Contact PayPal Merchant Technical Support (MTS) team to help you integrate PayPal on your website and answer all your technical questions.

Log into your PayPal Business Account to start accepting payments.

[Set up Payments](#)

Tutorials

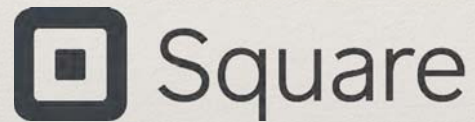
- ❖ TipsandTricks.com – PayPal for Beginners
 - ❖ <https://www.tipsandtricks-hq.com/paypal-beginner-video-tutorials-10757>
- ❖ PayPal.com - Add PayPal to business website
 - ❖ <https://www.paypal.com/us/smarthelp/article/how-do-i-add-a-paypal-payment-button-to-my-website-faq3629>

Other Resources

Update Business Information



Payment Processing

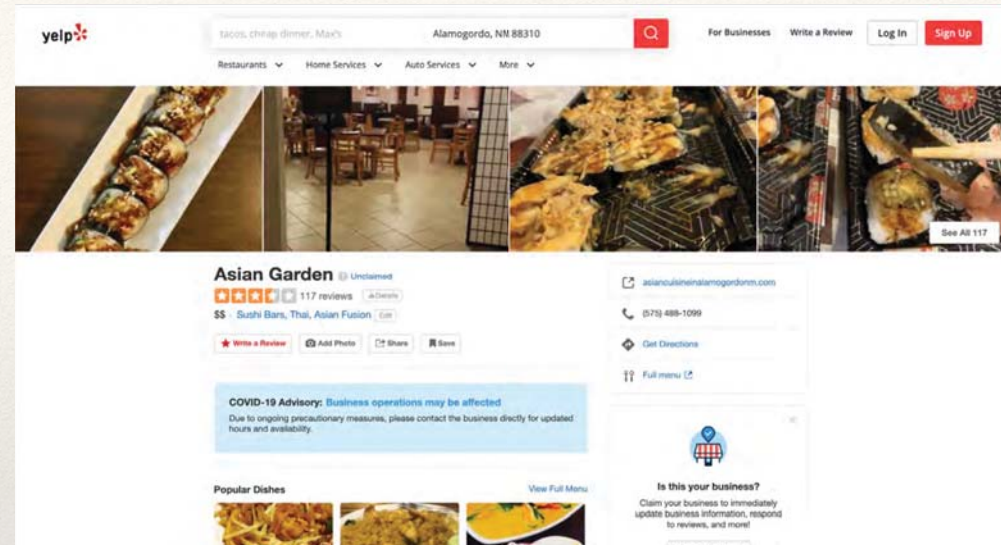


Yelp & Trip Advisor

Update Business Information

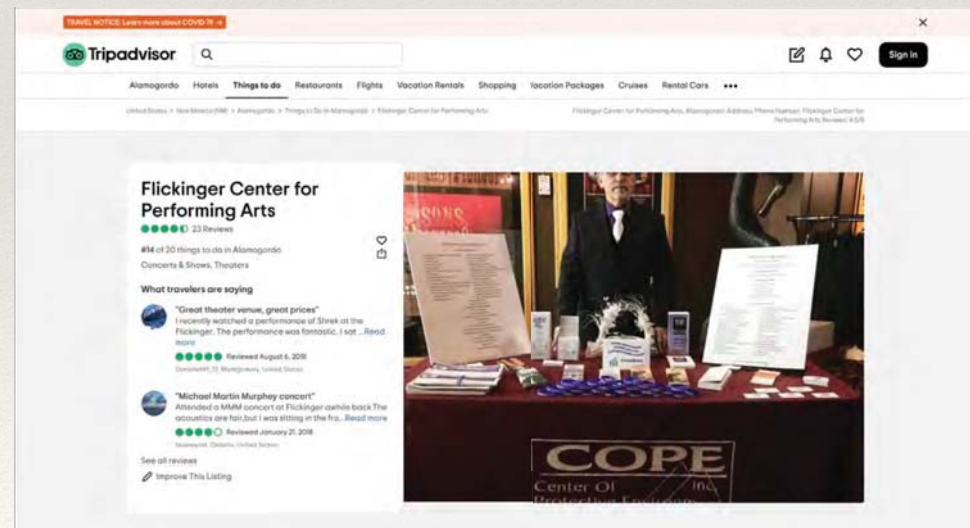


Best for:
Restaurants
Hospitality
Retail



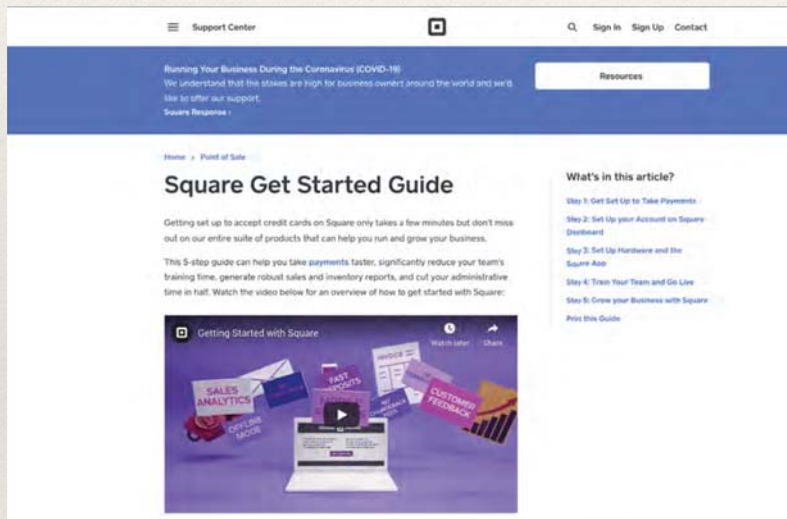
Tripadvisor

Best for:
Hospitality
Entertainment
Recreation

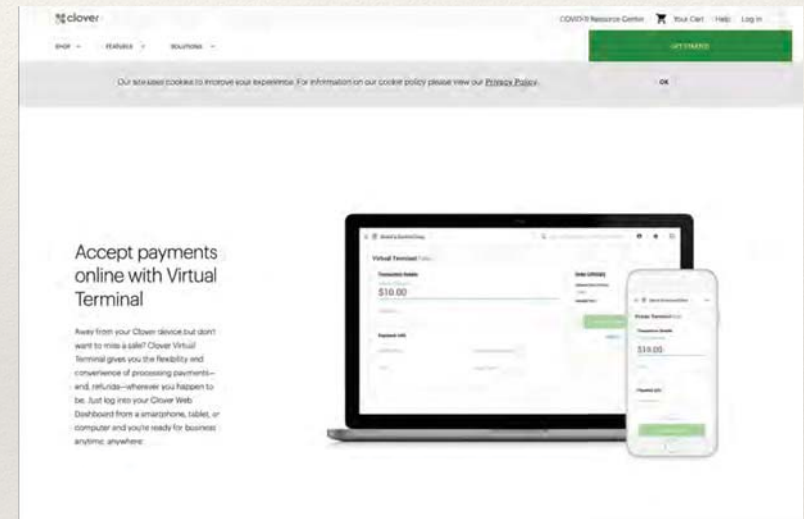


Square & Clover

Payment Processing



Get Started Guide:
squareup.com/help/us/en/article/5123-square-get-started-guide

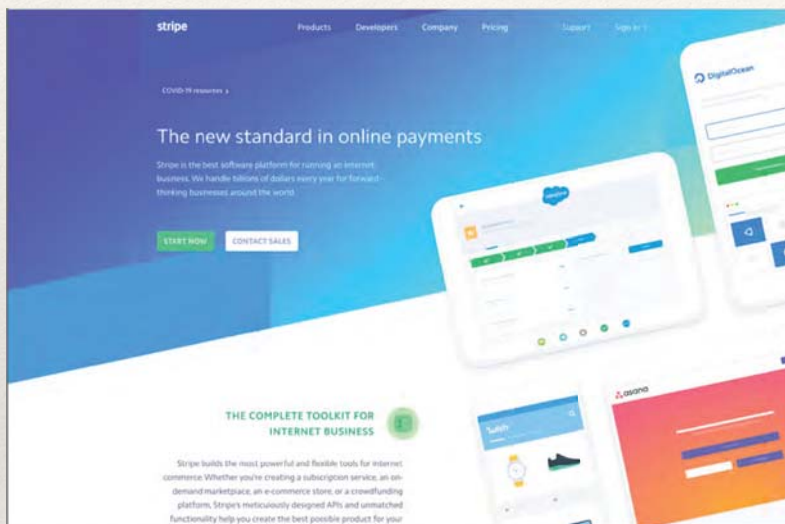


Setup Virtual Terminal:
clover.com/pos-systems/virtual-terminal

Stripe & Gumroad

Payment Processing

stripe

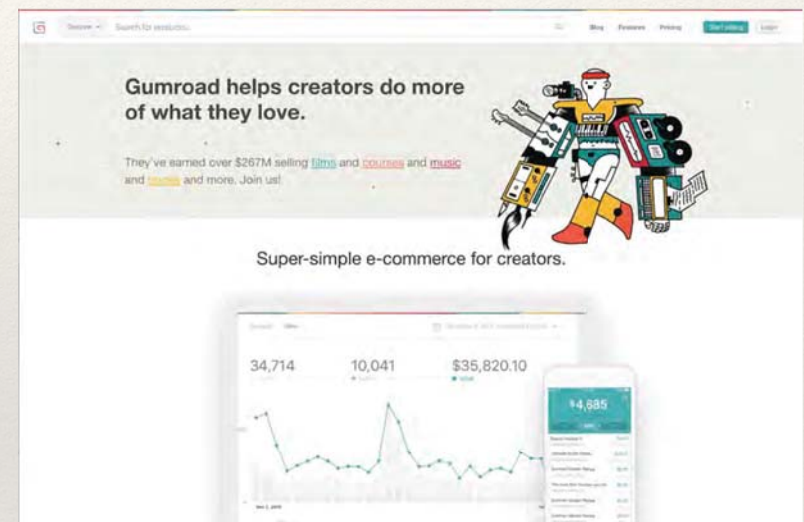


Get Started Guide:

support.stripe.com/topics/getting-started

Support > Getting Started > "Setting Up Your Account"

gumroad



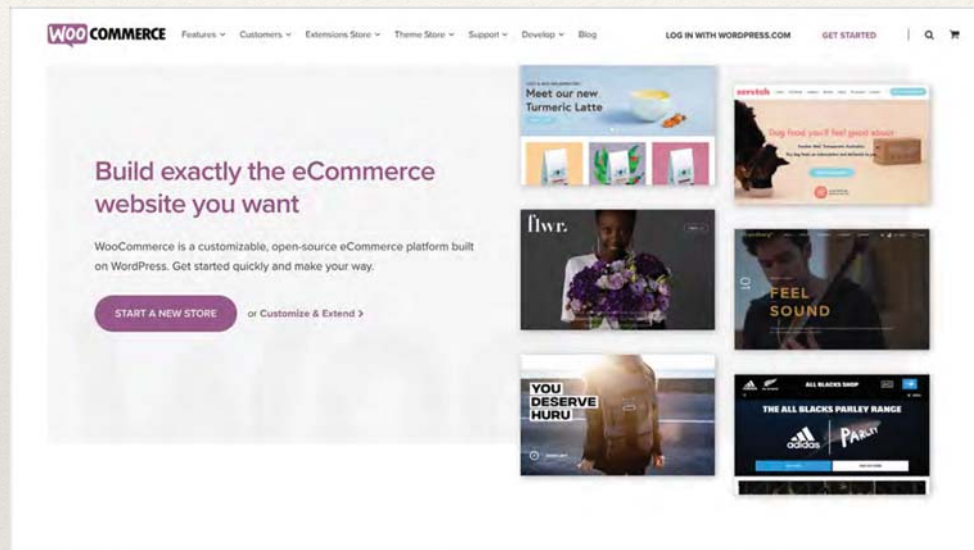
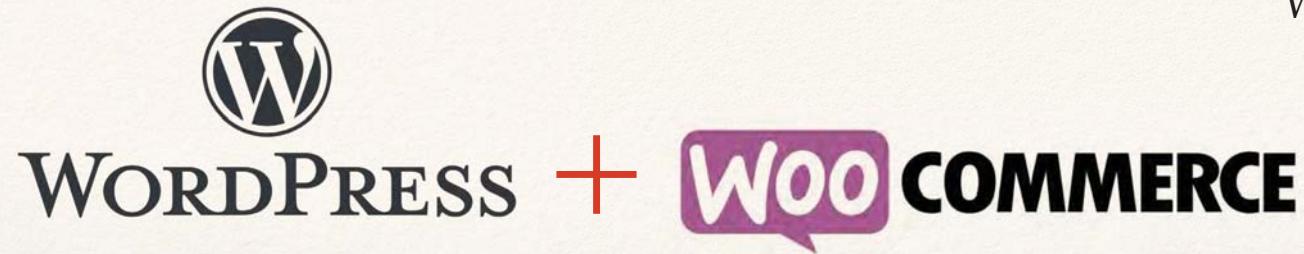
Sign Up for Gumroad:

gumroad.com

Originally for digital products, now supports physical products.

WooCommerce

WordPress plugin



Get Started:
woocommerce.com

Login with your existing WordPress information.

In Summary

Claim your Business Listing



Accept Online Payments



Business Listings



Payment Processing Alternatives



Don't forget to be listed on buynmlocal.com !

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Questions?

Thank you for joining us!



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This webinar recording will be available on YouTube