Buy NM Local:
PayPal Set-up with New Mexico MainStreet

April 2, 2020
“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 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)
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
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

Coronavirus (COVID-19)

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

Learn more

Claim your $100 free advertising credit

Non-profit organization in Clovis

Learn more

Performances

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

Updates from Google

This location has updated information from Google users or other
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
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

Enter your email address

Continue
Sign up for a Business account

Password

Enter at least 8 characters.
Enter at least 1 number or symbol (@#$%^).
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

- Street address
- Apt., ste., bldg.
- City
- State
- ZIP code

☐ 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
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
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.

- **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.

- **Sell on a marketplace**
  Sell through online marketplaces with PayPal built right in.
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

Money
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
There are no transactions for this date range.
Sales Insights
Data to help you understand and grow your business

Overview

Sales
All payment methods

Transactions
All payment methods

Average order value
All payment methods

Showing data for Past 30 days

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

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**Money**

Available

$0.00

- Transfer Money
- Add Money

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**Get paid fast**

Start an invoice in seconds.

- Enter your customer’s email
- Add an item description

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**Add a mobile phone number**

- See details

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**Confirm email address**

- See details

---

**Add your home phone number**

- See details
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
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

<table>
<thead>
<tr>
<th>If you're selling goods or services and the sale occurs:</th>
<th>And the funds you are receiving are coming from a PayPal account:</th>
<th>then you pay:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Through an online transaction</td>
<td>In the U.S.,</td>
<td>a fee of 2.9% of the transaction amount plus a <strong>fixed fee</strong> based on the currency.</td>
</tr>
<tr>
<td></td>
<td>Outside the U.S.</td>
<td>a fee of 4.4% of the transaction amount plus a <strong>fixed fee</strong> based on the currency.</td>
</tr>
<tr>
<td>In your store location</td>
<td>In the U.S.,</td>
<td>a fee of 2.7% of the transaction amount</td>
</tr>
<tr>
<td></td>
<td>Outside the U.S.</td>
<td>a fee of 4.2% of the transaction amount</td>
</tr>
</tbody>
</table>
PAYPAL.com

Help for your business!
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.
Tutorials

- TipsandTricks.com – PayPal for Beginners
  - https://www.tipsandtricks-hq.com/paypal-beginner-video-tutorials-10757

- PayPal.com - Add PayPal to business website
Other Resources

Update Business Information

Payment Processing
Yelp & Trip Advisor
Update Business Information

Best for:
Restaurants
Hospitality
Retail

Best for:
Hospitality
Entertainment
Recreation
Square & Clover

Payment Processing


Setup Virtual Terminal: clover.com/pos-systems/virtual-terminal
Get Started Guide: support.stripe.com/topics/getting-started

Support > Getting Started > “Setting Up Your Account”

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

Google My Business

Accept Online Payments

PayPal

Business Listings

yelp

Tripadvisor

Payment Processing Alternatives

Square

stripe

clover

gumroad

WORDPRESS

WOO COMMERCE

Don’t forget to be listed on buynmlocal.com!
Presenters / Contributors

Robyne Beaubien
NMMS Promotion
Robyne Beabein Consulting
robynebeaubien@gmail.com
575.693.0814

Jessica Mraz
NMMS Communications & Promotions Specialist
jessical.mraz@state.nm.us
505.827.0143

Camdon Wilde • Julia Royal
NMMS Graphic Design
Leighton Moon
hello@leighton-moon.com
575.520.9724 • 912.655.0341

Michael Bulloch
NMMS Graphic Design
michael@bullochgallery.com
505.716.6057

Questions?
Thank you for joining us!

gonm.biz  nmmainstreet.org

@NMMainStreet  @NMMainStreet  @NewMexicoMainStreet

This webinar recording will be available on YouTube.