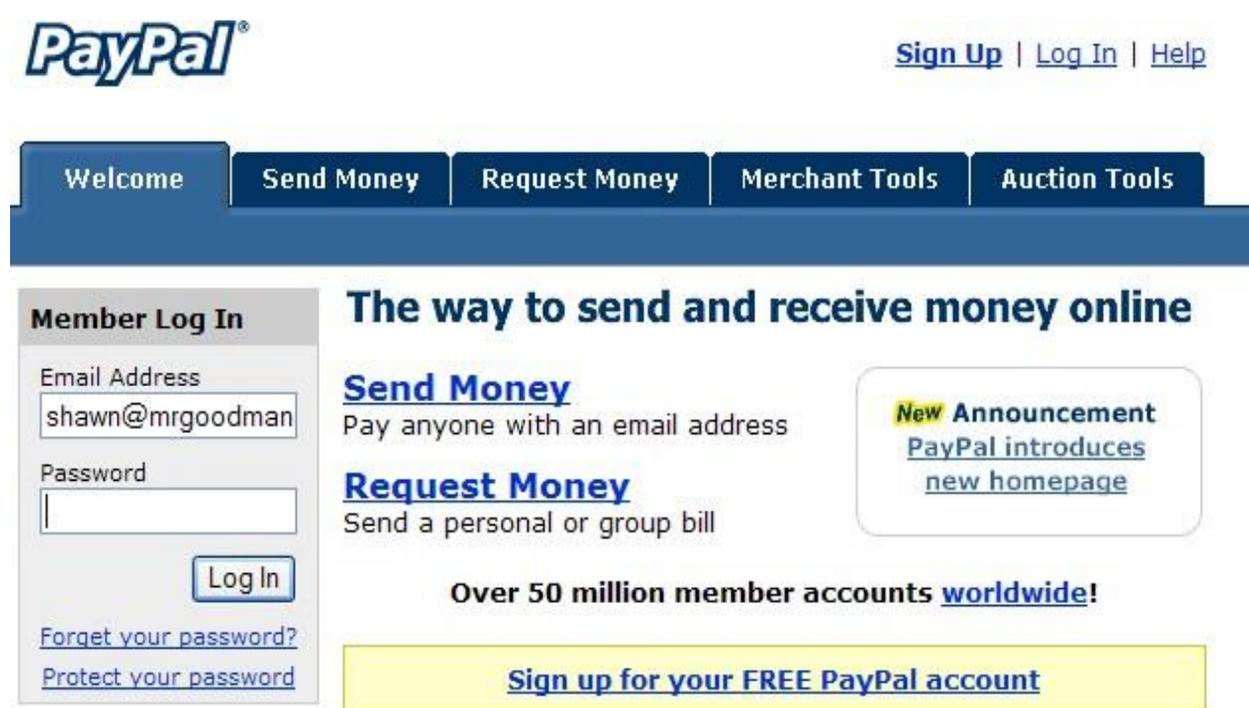**Follow These Steps To Create Buy Now button codes with Secure Encryption and Secure Instant Downloads of your products.**

Step 1: Login to your PayPal account (see screen below)

Step 2: Click on the **Merchant Tool** tab at the top and the following screen will appear (see below)

Step 3: On the Merchant Tool screen click on the **"Buy Now Buttons"** link (see below)

PayPal provides a variety of merchant tools to meet your needs:

Website Payments

Turn page views into dollars; it's easy for your customers to pay when you add a PayPal payment button anywhere you use HTML.
Website Payments Overview
Buy Now Buttons
PayPal Shopping Cart
Subscriptions and Recurring Payments
Donations

Click Here

Step 4: You should be on the **"Selling Single Items"** screen. Enter the details of the product you want to sell. You do one product at a time. (see below).

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: 9 Hidden Success Barriers Revealed

Item ID/Number: SBGuide

Price of Item/Service you want to sell: 27.00   ($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 belo Otherwise, do nothing and your buyers can choose for themselves.

Buyer's Country: -- Choose a Country -- ✔ ?
(Optional)

You can use any ID/Number you desire. I choose this because it's selling the guide. I would use SBResell & SBMaster for Resell & Master Rights.

You can charge any price you desire. I use $27 as an example. You include the amount listed on your site.

Step 5: You can use the default **"Buy Now"** button, choose a different button or create your own, upload it to your site and enter the URL to the graphic of your button (see below).

Choose a button to put on your website (optional)

⦿ [Buy Now]   Choose a different button

Or customize your button! Just enter the exact URL of any image on your website.

○ Yes, I would like to use my own image

Button Image URL: http://   [?]

Step 6: If you want to use a different button you click on the **"Choose a different button"** link next to the **"Buy Now"** button. The following screen will appear. Then you select the button you desire to use and click continue. You will be taken back to the **"Selling Single Items"** screen.

Single-Item Buttons

Choose a button to put on your website (optional)

⦿ [Buy Now]

○ [VISA MasterCard BUY NOW]

○ [PayPal PAYMENTS]

○ [PayPal CHECK OUT]

○ [PayPal BUY NOW]

○ [Buy Now]

○ [PayPal CLICK HERE TO BUY]

○ [PayPal CLICK HERE TO PAY]

[Continue]

Step 7: Make sure the **Security Setting** is set to **"Yes"** so you can encrypt your payment button. At no time will your download URL be revealed during the order process. Only after payment is made.

Security Settings

Increase the security of your transactions by creating buttons with encrypted HTML code. Encryption ensures that an item's price and other details cannot be altered by a third party.

Note: Using encryption makes some button fields from the **Add More Options** page unavailable (e.g., option fields).

Note: If you decide to use button encryption, an email link will not be generated.

Click Yes to encrypt your payment button. [?]
⦿ Yes ◯ No

Step 8: Now you can click on the **"Add More Options"** at the bottom right of the screen to go to page 2 (see below).

Create Button Now	Add More Options

Step 9: Once you reach page 2, you'll see several options. The only one you're concerned with right now is, **"Customize Your Buyer's Experience."** This is where you enter the thank you page after the person completes payment so they can download the information.

In the **Successful Payment URL** area below you will type the web site address for your thank you page. In the example below I use:
http://www.infosuccess.com/777/dlpage.html

In the **Cancel Payment Url** area below you will type the web site or web page you desire people to see when they cancel an order. This is just an example. Do not use it.

Customize Your Buyer's Experience (optional)

Successful Payment URL - This is where your customers will go after they complete their payment. (e.g. www.yourshop.com)

Successful Payment URL: http://www.infosuccess.com/777/dlpage.html [Edit] [?]

Payment Data Transfer: Off [Edit]

Cancel Payment URL - This is where your customers will go if they cancel their payment. (e.g. www.yourshop.com/cancel)

Cancel Payment URL: http://www.infosuccess.com, _____ [?]

Type URL for thank you page.

Type another URL for customer to see if they cancel order.

Step 10: Make sure under **"Miscellaneous"** and **"Collect Additional Information"** you check **"No"** for each item. You don't have to worry about those unless you want your customer to order more than one copy at a time (which is rare for a download item), have to ship an item to the customer or want comments included with your order (see below).

Miscellaneous (optional)

Would you like your buyers to be able to purchase more than one of this item or service?
○ Yes ◉ No

Would you like your buyers to provide you with their shipping address?
○ Yes ◉ No

Collect Additional Information From Your Customers (optional)

Would you like your customers to have the option of including a note with their payment?
○ Yes ◉ No

Note Title: [Optional Instructions] (30 character limit)

Step 11: Make sure you select the email address to receive your PayPal Payments. After that click on the **"Create Button Now"** button (see below).

Choose an email address to receive payment (optional)

I would like to receive payments at the following email address:

Email Address: [shawn@mrgoodman.com ▾] [?]

[Preview] [Create Button Now] [Edit]

Step 12: You should see the **"Add A Button To Your Website"** screen below after clicking on the **"Create Button Now"** button .

Add a button to your website

Copy your custom HTML code

Copy the code below just like you would normal text.

Note: If you are using button encryption, an email link will not be generated. To turn button encryption off and create an email link, click your browser's **Back** button, click the **No** radio button to turn off button encryption, and then click **Create Button Now.**

Encrypted HTML code for Websites:
(Copy and paste this HTML code onto your website)

```
<form
action="https://www.paypal.com/cgi
-bin/webscr" method="post">
<input type="hidden" name="cmd"
value="_s-xclick">
<input type="image"
```

Step 13: Copy the encrypted HTML code above. Then you place the code into the page where you would like your order button to appear.

For example, below is a sample HTML document and I desire to place the encrypted HTML code where it says, **"Place PayPal Button Code Here."**

```
201 <p align="center"><font size="2" face="Verdana, Arial, Helvetica, sans-serif">
202
203 <!--PLACE PAYPAL BUTTON CODE HERE-->
204
205 </font></p>
206
207 <table bgcolor=#eoeoeo border=1 width=550 cellspacing=0 cellpadding=10>
```

- I will highlight or select the the text, "**<!—Place PayPal Button Code Here-->**" (see figure 1)
- I will delete the text, "**<!—Place PayPal Button Code Here-->**" (see figure 2)
- I will paste the encrypted HTML code I copied in its place (see figure 3)

```
<p align="center"><font size="2" face="Verdana, Arial, Helvetica, sans-serif">

<!--PLACE PAYPAL BUTTON CODE HERE-->

</font></p>

<table bgcolor=#eoeoeo border=1 width=550 cellspacing=0 cellpadding=10>
```

Figure 1

```
<p align="center"><font size="2" face="Verdana, Arial, Helvetica, sans-serif">



</font></p>

<table bgcolor=#eoeoeo border=1 width=550 cellspacing=0 cellpadding=10>
```
Figure 2

```
<p align="center"><font size="2" face="Verdana, Arial, Helvetica, sans-serif">

<form action="https://www.paypal.com/cgi-bin/webscr" method="post">
<input type="hidden" name="cmd" value="_s-xclick">
<input type="image" src="https://www.paypal.com/en_US/i/btn/x-click-but23.gif" border=
<input type="hidden" name="encrypted" value="-----BEGIN PKCS7-----MIIHfwYJKoZIhvcNAQcE
</form>

</font></p>

<table bgcolor=#eoeoeo border=1 width=550 cellspacing=0 cellpadding=10>
```
Figure 3

Note: You may not have any text in the space where you want to put your PayPal button. That's okay. Just click where you desire to place your button and paste the code. That's it!

Step 14: Below is how the encrypted order button would look on my web page once it's uploaded to the Internet.

It's time you stop following the crowd and start living your dreams! Click on the order button below! Major credit cards, debit cards and checks accepted by PayPal.

Buy Now

Step 15: Test your button to make sure the item description and the right amount shows up. Your done! ☺

You follow the same steps outlined in this tutorial to create an order button for additional products.

Just make sure to upload the appropriate products in the directory of your choice and create the proper links to them from your thank you pages. That's it! Hope this tutorial was helpful.

If you would like more tutorials, let me know and I'll see what I can do.

Shawn Nelson, MSA

Shawn Nelson, MSA
Shawnn@successbarriers.com
http://www.successbarriers.com/resellrights.html