

## How To Take Payments

### Learning Objectives:

- The 3 criteria for choosing how you'll process payment
- 5 Payment Processing Options

There are 3 main criteria for how you'll choose which payment processing option is right for you.

You want to choose a payment processing option that:

1. Makes it easy for people to give you money
2. Presses the "easy button" for you to accept money
3. Keeps your Phase of Business Growth in mind

Let's go deeper into each one of these criteria.

### **How To Make It Easy For People To Give You Money:**

No matter which payment processing option you choose, make sure you can very clearly explain to your clients exactly how to give you payment.

Payment cannot and should not be a mystery for your client.

For example, if you're in Phase One of your Business Growth and you want to take checks because you hate technology, no problem.

Be sure to clearly spell out for your client where and when to send the check, and that it must be received by \_\_\_\_ date.

It might sound like this....

*"So Jane, here's how the investment works. You'll mail a check today to this address - [give address] - so it arrives before our first session. Once your check is received and processed, we'll kick off with your first session!"*

OR if your client chose a payment plan option, you can explain the payment process like this:

*"So Jane, here's how the investment works. You'll mail 3 checks today to this address: [give address]. The first check will be dated today, and the next 2 checks will be post-dated for 30 and 60 days out [give dates]. I'll process those checks on those dates only. Be sure to mail all 3 checks today so they arrive before our first session. Once your first check is received, we'll kick off with your first session!"*

Ask your client to repeat the payment information back to you to make sure they understand the process. You may want to follow up with an email that repeats the details and ask your client to reply to confirm that checks have been mailed.

### **Press The Easy Button For You To Accept Money:**

In addition to making sure the payment process is clear to your client so it's easy for them to give you money, you want to make sure it's easy for you to accept money.

Don't feel like you have to set up a super-sophisticated shopping cart system when you're only in Phase One of your business. If taking checks or setting up a simple PayPal account is the easiest option for you, then do that.

Make this easy on yourself - you're doing enough work building your business and you don't need to be a payment processing hero. ;-)

### **Keep Your Phase Of Business Growth In Mind:**

Some payment processing methods are appropriate for Phase 1, some are appropriate for Phase 5. Next to each the 5 Payment Processing Options we're about to share, we've noted appropriate Phases.

Choose a payment processing method that's appropriate for your Phase of Business Growth.

Let's go over 5 Payment Processing Options - you can follow along with the handout below this video if you like.

#### **Payment Option #1: Checks**

##### ***Phase One***

##### **Pros:**

- You don't have to deal with technology
- You don't have any processing fees that subtract from your profit

##### **Cons:**

- You have to become a check collector
- Longer verification time – it can take 3-4 business days for a check to clear
- Less financial flexibility for the clients
- Looks more professional for your clients if you take credit cards

#### **Payment Option #2: PayPal**

##### ***Phases One - Five***

##### **Pros:**

- Easy credit card processing setup
- No monthly fees compared to other merchant credit card processors
- Safe for you and trusted by your clients
- Deposits right into your bank account

- You can quickly create “buy now” buttons or links for your website
- You can easily set up recurring payments
- You can display your own Thank You page to your customers by enabling the Auto Return feature in your PayPal Account. This will send your client to your personal Thank You page after their purchase.

Cons:

- Unless you have a Virtual Terminal, you can't manually enter credit card info (Virtual Terminal is an additional fee).
- If your balance rises too high, especially in a health & wellness business, PayPal may flag your account as fraudulent. They have the right to freeze your account and hold the funds for 6 months. Be sure to transfer funds out of your PayPal account as soon as possible. Do not let your PayPal balance rise about \$5,000 at any given time.
- No auto-responder customization. You can send welcome emails manually or use the PayPal Auto Return option (see last bullet in Pros above).
- Processing fees of 2.9% + \$0.30 per transaction (for US) or 3.9% + fixed fee per transaction (International)

### **Payment Option #3: PayPal Through 1Shoppingcart.com**

#### ***Phases Two - Three***

Pros:

- Same PayPal pros as above, plus...
- Autoresponder capability
- Keeps separate lists of clients who have purchased particular products or programs, so you can market to them specifically
- Automate recurring payments
- Keeps full mailing address information on your clients, so you can use direct mail in your marketing

Cons:

- Same PayPal cons as above, plus....
- Still can't enter credit card information manually (unless you have PayPal's Virtual Terminal)
- 1Shoppingcart is an additional monthly fee (about \$59/month for basic plan)
- Will need to learn how to use 1Shoppingcart, or hire a Virtual Assistant (“VA”) who knows how to use it (many VAs are trained in 1SC)

### **Payment Option #4: Credit Cards + PayPal Through 1Shoppingcart**

#### ***Phases Two - Three***

Pros:

- Shopping cart can automate recurring payments
- Autoresponder capability
- Can enter credit card information manually
- Keeps separate lists of clients who have purchased particular products or programs, so you can market to them ongoing

- Keeps full mailing address information on your clients, so you can use direct mail in your marketing

Cons:

- Must open an account with a “merchant gateway” such as PowerPay or Practice Pay Solutions, which requires decent credit rating and an accurate estimate of how much revenue will be processed via credit cards (merchant gateway charges monthly fees in addition to processing fees)
- 1SC charges monthly fees (1SC is about \$59/month for the basic plan)
- Will need to learn 1SC, or hire assistant who knows it (many VAs are trained in 1SC)

**Payment Option #5: Visa, MC, Disc, AmEx + PayPal Through Infusionsoft.com**

***Phases Three - Five***

Pros:

- Cart of choice for many high-end information/internet marketers
- Shopping cart can automate recurring payments
- Sophisticated autoresponder capability
- Sophisticated metrics tracking
- Can enter credit card information manually
- Keeps separate lists of clients who have purchased particular products or programs, so you can market to them ongoing
- Keeps full mailing address information on your clients, so you can use direct mail in your marketing

Cons:

- High monthly fee
- Must open an account with a “merchant gateway” such as PowerPay or Practice Pay Solutions, which requires decent credit rating and an accurate estimate of how much revenue will be processed via credit cards (merchant gateway charges monthly fees in addition to processing fees)
- Shopping cart and merchant gateway charge monthly fees (Will need to learn Infusionsoft, or hire assistant who knows it (many VAs are trained in Infusionsoft))

Now that you know these options, remember that you’re going to choose your payment processing method using these 3 criteria:

1. Make it easy for people to give you money
2. Press the “easy button” for you to accept money
3. Keep your Phase of Business Growth in mind as you choose your payment processing option

What that means for you is that if you’re in Phase One of business growth, you don’t need to ask yourself if you should open up a shopping cart account. The answer is no. That can wait until Phase 2.

To show you how that worked in our coaching careers, here's a description of Stacey's and my payment processing journey throughout our own Phases of Business Growth.

### **Our Payment Processing Journey Through The Phases**

*\*Took place over the course of 10 years*

Phase One:	Checks PayPal
Phase Two:	PayPal through 1SC Add Visa + Mastercard through 1SC + Merchant Gateway acct
Phase Three:	Same as above, plus added Discover & AmEx Wire transfer for high-end programs
Phase Four:	Paypal, Visa, MC, Disc, Amex through OfficeAutoPilot.com Wire transfer for high-end programs
Phase Five:	Paypal, Visa, MC, Disc, Amex through Infusionsoft.com

Your action step from this section of the video is to choose a payment processing option so you can **get started** taking payment from clients.

Your payment processing method will change and grow as your business changes and grows. For now, just choose one or two methods to get started.

In our next video, we're going to walk you through done-for-you "Complete Getting Clients Checklists".

They combine all the material you've learned in Week 1 and Week 2 of Pillar 4 - I think you're going to love these!

Before you move onto the next video, leave a comment and let us know - ***which starter payment processing method(s) did you choose?***