



## **Bonus Step #11: How to Link PayPal with Your Autoresponder and Make Sales While You Sleep...**

**This is your bonus report. If you came upon this without reading the first 10 steps, be sure to get the ebook, [“10 Steps to Promote Your Book on a Shoestring Budget”](#)**

As you know, we are not only talking about book sales. We are talking about building a whole business around your book.

This means that you will be creating products and services for sale online. But I am guessing that you are neither a marketer nor a businessperson.

I think you probably want nothing to do with any of this. You want time, quiet, and lack of interruptions so that you can write. Right?

That’s why I want you to set this up so that it runs on autopilot.

And there is one step that I want to cover in greater detail than I did in the original ebook, *“10 Steps to Promote Your Book on a Shoestring Budget.”*

Let’s say you have followed all ten steps. In fact, let’s go further and let’s say you have already led both a free and paid teleseminar.

Now you have a recording of your call. People paid you to attend this call. Now people will pay you for the recording.

You *did* have to show up for the call. But you *don’t* have to show up each time someone buys the recording.

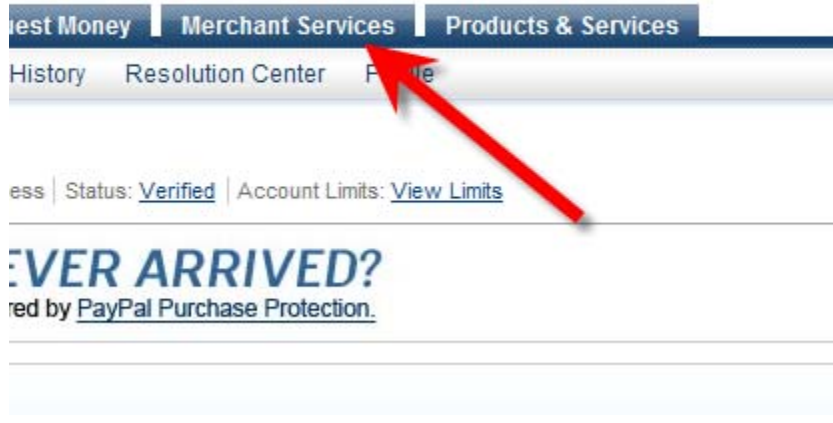
Or, let’s say you haven’t given your premium call yet. You just scheduled it. I want to show you how people can sign up with no demand on you. We are about to automate the whole process.

All you will need for this step is a PayPal account. This is free to set up and I am going to assume you already have this. If you do not, please go to <https://paypal.com> and set up your account now.

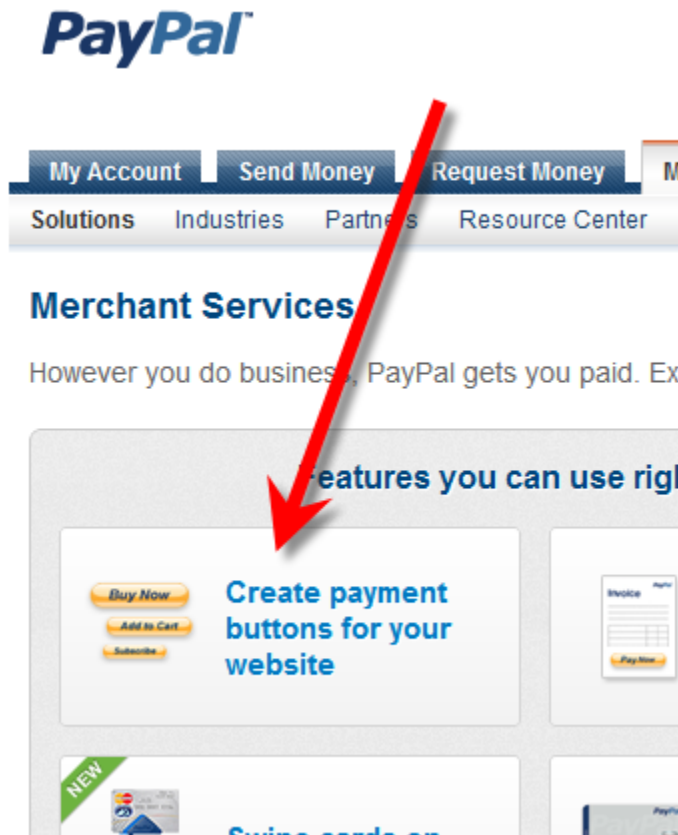
You will also need your autoresponder account. I will be demonstrating this process with [Aweber](#). If you have not created your trial account yet, do that now so you can follow along with me. [Click here for your \\$1 trial with 30 day guarantee.](#)

Now let's get started...

Login to your PayPal account and click on Merchant Services.



Click to create a payment button.



This part is pretty self-explanatory. I'm sure you have already done this if you have ever created a PayPal button. But just in case this is your very first time, here is what the screen looks like.

[Having trouble viewing this page?](#)

▼ Step 1: Choose a button type and enter your payment details

Choose a button type  
Buy Now

Note: [Go to My saved buttons](#)

Item name

Price  Currency  [Need multiple prices?](#)

Click the down arrow to choose a buy now or subscription button. Use the subscription option for membership sites with recurring billing.

Choose a name that people will understand. This will show up when they go to PayPal to pay.

Customize button

Add drop-down menu with price/option [Example](#)

Add drop-down menu [Example](#)

Add text field [Example](#)

▶ [Customize text or appearance](#) (optional)

Your customer's view



For most digital products you do not need to customize your button. Leave these unchecked.

To use your own graphic for the button, click here.

Shipping

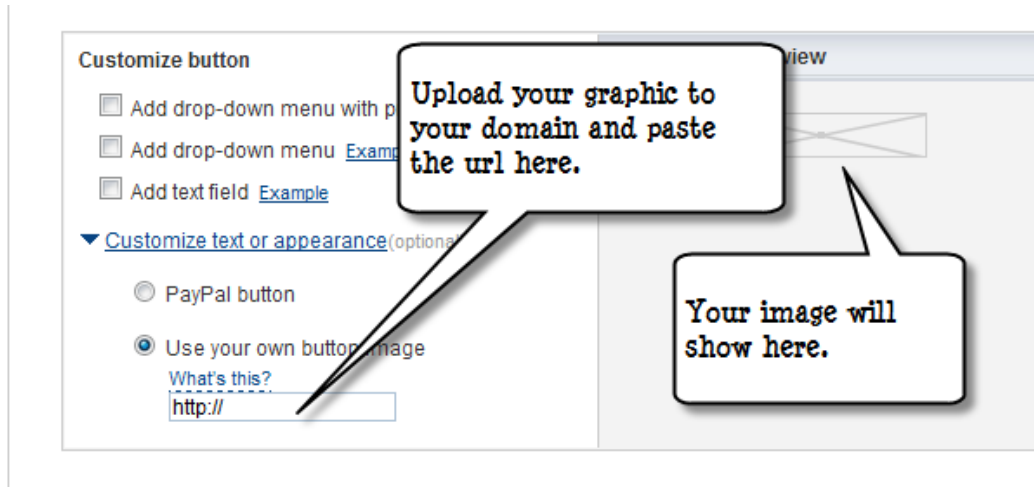
Use specific amount:  USD [Help](#)

Tax

Use tax rate  %

Leave shipping and tax blank for digital products.

OPTIONAL: If you clicked to use your own graphic, enter it like this:



Now comes that part that makes everything automated. Many people miss this step so simply doing this sets you ahead of the crowd and allows you to make completely passive income.

Do not click the “create button” button yet. I know it’s tempting. But this will save you time in the long run and it will make your customers much happier. Here’s why.

Let’s say someone buys something from you at 8 am their time, but it’s 3 am your time. Now what? They have to wait for you to wake up, get around to it, and then find the product on your computer and send them their download. This is very frustrating for them. People want digital materials instantly.

So we are about to set that up so that your customers/clients/reader are super happy and appreciative.

When they receive their product instantly, and it goes without a hitch, they are more likely to buy from you again and to refer others.

So, instead of clicking on the “Create Button” button, **click on Step 3.**

Use tax rate  %

**Merchant account IDs** [Learn more](#)

Use my secure merchant account

Use my primary email address

▶ Step 2: Check inventory, profit & loss

▶ Step 3: Customize advanced features

~~Create Button~~

Once you click on “Step 3” a new page will open. Here it is. Pay special attention to the bottom of the page (red circle and arrows below). This is the key to the automation.

▼ Step 3: Customize advanced features (optional)

**Customize checkout pages**

If you are an advanced user, you can customize your checkout, and more in this section.

Do you want to let your customer change order quantities?

Yes

No

Can your customer add special instructions or a message to you?

Yes

No

Do you need your customer's shipping address?

Yes

No

Take customers to this URL when they cancel their shopping cart

Example: <https://www.mystore.com/cancel>

Take customers to this URL when they finish checkout

Example: <https://www.mystore.com/success>

**For digital products leave this on 'No'**

**For most products change this to 'No'**

**For digital products change this to 'No' unless you plan to send something physical in the mail.**

**Sometimes people start to buy then change their minds. If you want to take them to a second offer page or a survey, enter the url here. Otherwise leave this unchecked and blank.**

**Be sure to check this box and fill in the url of your 'Thank You' page.**

Make sure you check the box and fill in the URL of your *Thank You* Page.

And now you get the joy of clicking that “Create Button” button.



Okay, we have PayPal automated. Yay! But we are not done.

This is where most people make their biggest mistake. So please pay attention. This is the most important part.

You do not want to give them the product on the *Thank You* page.

Once again, you want your autoresponder in on the action.

So what is the *Thank You* page that you are entering into that “secret” field in PayPal?

It is a page with an *optin form*.

You are requiring that people get on your mailing list after purchasing from you. It only makes sense. Here is how you do it.

Go into your [autoresponder account](#) and create a new campaign specifically for people who have bought this product.

Click to create and manage lists:



Click to create a new list:



set up notifications.

1 Basic Information

List Name \*

! Please enter a name.

List Description

"From" Name Address \*

! Please enter a valid email address.

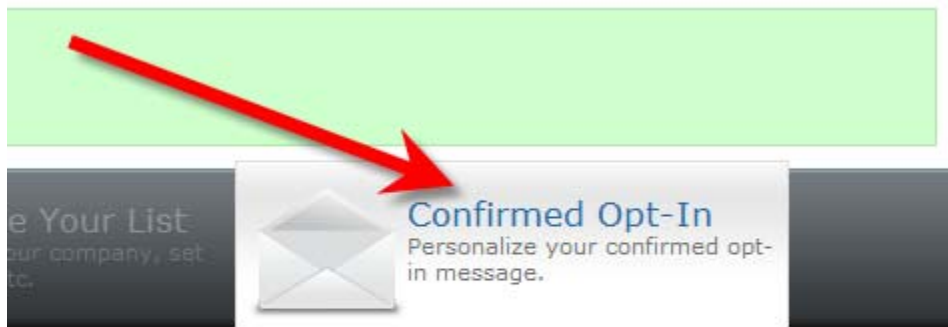
Contact Address \*

Name this list so that you remember that these are people who bought this product.

Describe this list so that people remember why they subscribed. This way they won't unknowingly unsubscribe.

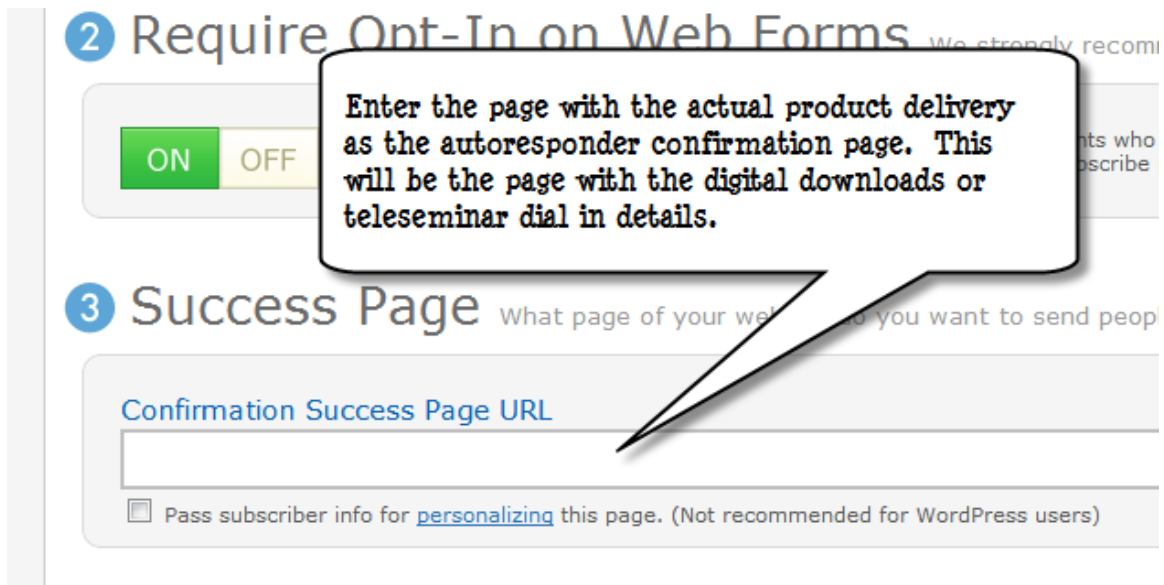
It's best to enter your name here rather than your company name.

Once your basics are set, go to the confirmed optin setup page.



reate your customized confirmation message.

This is where you will enter the download page address.



What you have just done is further automated the purchase process.

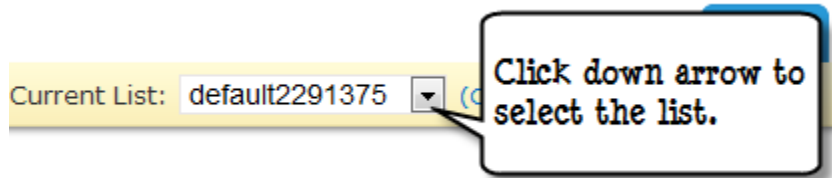
Now, as soon as someone buys your product:

1. The money gets deposited into your account.
2. They get entered on your list of buyers.
3. They get instant access to their purchase.

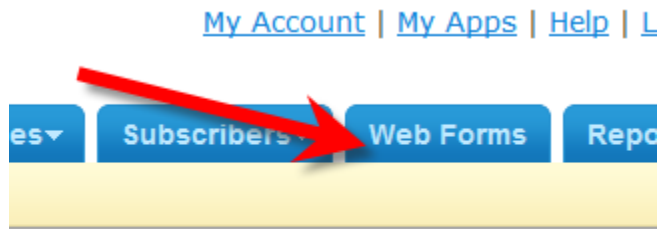
But let's back up a minute. You have to create your *Thank You* page.

In order to do this, you will create a web form and place it on a web page.

In your autoresponder account, make sure you are in the right list. Look on the upper left of your screen and check the current list. If this is your only list, it will be there automatically. If not, you will have to click the down arrow to select the list.

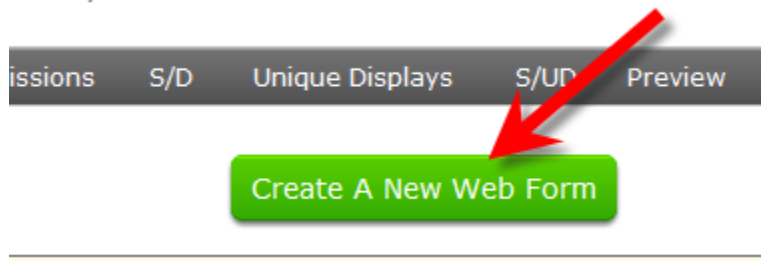


Next, click Web Forms



Now, click Create A New Web Form

natically and decide which form is the best to use.



Select the design you like and add a header and any other modifications you like and save your form.

The image shows a web form editor interface. A form is displayed with fields for "Name:" and "Email:", a "Submit" button, and a footer with the text "We respect your [email privacy](#)" and "Email Marketing by AWeber". The form is surrounded by a grey border with several control buttons: "EDIT HEADER" (up arrow), "EDIT" (pencil), "EDIT FOOTER" (down arrow), and "RESIZE" (double-headed arrow). A red box with an "X" is in the top right corner of the form. Two callout boxes with black borders and white text are present: "Modify your form." with a red arrow pointing to the top blue header area, and "Save Web Form." with a red arrow pointing to the "Save Web Form" button. At the bottom, there are two buttons: a green "Save Web Form" button and a blue "Go To Step 2" button.

You can add other details later if you like, but for now we are done.

Click on Web Forms again.

The image shows a navigation menu with several items: "My Account", "My Apps", "Help", and "L". Below the menu, there are several blue buttons: "es", "Subscribers", "Web Forms", and "Repo". A red arrow points to the "Web Forms" button.

This time you will see your new form listed.

Turn off any pop-up blockers before using this page. The web form wizard allows you to create clever pops that are immune to pop-up blockers, traditional pop-ups, exit pop-ups, pop-upunders and standard web forms placed within your webpage. If you create more than one web form you will be given the opportunity to split test different forms on your site automatically and decide which form is the best to use.

Name	Type	Displays	Submissions	S/D	Unique Displays	S/UD	Preview	Publish	Copy	Reset Stats	Delete
My Web Form	inline	0	0	0.0%	0	0.0%	Preview	Publish	Copy	RESET	X

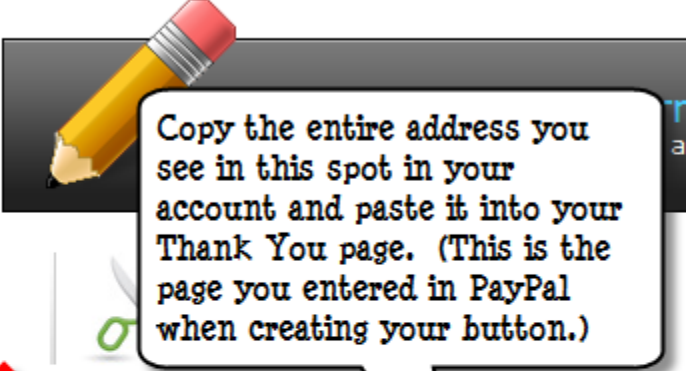
Note: **Here is your new web form.**

[Create A New Web Form](#)

**Click Publish to get the code to place on your web page.**

Click Publish to get the code to place on your webpage.

Will Publish This Form To Your Web



Copy the entire address you see in this spot in your account and paste it into your Thank You page. (This is the page you entered in PayPal when creating your button.)

**Recommended**

- If you change your form here, you won't have Track statistics in your account.

You can paste the snippet below anywhere between

```
<script type="text/javascript" src="http://form
```

Then create a confirmation page that has the product. This product can be a digital download or the dial in info for a premium teleseminar. This is the page you entered as the “Success Page” in your autoresponder.

**Here is how it flows from the customer's perspective:**

1. They go to your website and click the buy button.
2. They pay through PayPal.
3. After payment they are taken to a *Thank You* page with an optin form.
4. They fill in their name and email.
5. This takes them to the *Success* page with their download or dial in instructions.

Notice how smoothly this went and it did not involve *you* at all!

That's it. You're done. Congratulations. You are now set to make passive income.

## Recommended Resources

Web Hosting [www.GoodGuyWebHosting.com](http://www.GoodGuyWebHosting.com)

Autoresponder [www.CommunicationAutomation.com](http://www.CommunicationAutomation.com)

Bridge Line [www.FreeConferenceCalling.com](http://www.FreeConferenceCalling.com)

Webcast [www.StartWebcastingNow.com](http://www.StartWebcastingNow.com)

Teleseminar Training [www.TeleseminarWisdom.com](http://www.TeleseminarWisdom.com)

Product Launch Training [www.ProductLaunchSecretFormula.com](http://www.ProductLaunchSecretFormula.com)