HOW TO PROFIT WITH PAYPAL.ME



(For Small Business Owners)

By Dennis Becker



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About the Author:



Dennis Becker began his Internet marketing career in 1998 by selling on eBay while still running a full time retail business. Beginning in 2002, he became interested in Internet marketing, and spent 3 years trying virtually everything with dismal results.

One day, frustrated and beat, but unwilling to quit, he devised a new strategy to simplify the entire process, starting with a mindset makeover. That strategy changed his life, and he wrote about it in the classic "5 Bucks a Day" book, available at Amazon.

He also opened an "Insiders Club" in 2007 to help Internet marketers achieve their first $1000/day of profits by following proven, sometimes little-appreciated, business models to receive amazing results.

Since then, he has gone on to publish numerous other products and books targeted to the business community in general, Internet marketers specifically, or really anyone who wants to improve the quality of their life. And then, in 2015, he decided that it was time to help the huge number of people who are short on the knowledge necessary to earn extra money, or even a full time income, by using the power of their personal computer and the Internet.

That motivation resulted in The IM Inside Track, a very low-cost membership site, where members of all skill levels (beginner, intermediate, advanced) have access to bite sized topics on subject areas that Internet marketers desperately need to be proficient at.



Check Out All of My Books on Amazon: Dennis Becker Books

Join My Free Facebook group: This is a great free resource for small business owners, marketers, and anyone who wants to improve their mindset and make more money!



Join the IM Inside Track Facebook Group: Free!

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Introduction

PayPal is one of those services that just about every online marketer seems to use. It's easy, people are familiar with it, and the fees are relatively low in the grand scheme of things. On top of it all, they're fairly innovative as a company.

PayPal has now released their PayPal.me service, further proving that they're always ahead of the game when it comes to innovation. This is good news for you because it's yet another way for you to earn in your business. That's always a good thing, right? Getting PayPal payment notifications is one of the very best feelings for a business owner.

However, I have a feeling that many marketers will be stuck for ideas on how to use PayPal.me, which is a shame, because there are so many possibilities there.

No worries, because you're going to be ahead of the game.

Are you ready? I think you'll be able to get up and running and profiting from PayPal.me as early as *today*. It's best to start using this service right away so you can stand out from the crowd and earn money at the same time.

Remember that PayPal earns when you earn, so they absolutely want you to successfully use this new service. I think you're really going to like it, even though it's a bit different from what you're probably used to with PayPal.

Gone are the days when you had to fiddle with complicated shopping carts, merchant buttons, and invoices. PayPal.me really simplifies things. Sure, it has its limitations (as you'll soon discover), but it's just about perfect when you use its simple interface the way it's meant to be used.

With a little innovation, you'll find that this feature is more than it appears to be on the surface. Some people might dismiss PayPal.me *because* of its simplicity and that's a mistake.

I was really excited about this when I first heard about it. The simplicity struck me, of course, but also the possibility that it holds. I had a feeling that smart marketers would be wondering how to capitalize on PayPal.me because it's different from anything most people have used before.

The good news is that there are dozens of ideas you can run with for PayPal.me, right away. I'm going to share some great ideas with you here today. I hope you're able to run with them and profit—nothing would make me happier than to see you earn with this simple tool.

But first…

What is PayPal.me?

PayPal.me is a new service PayPal offers. It's new as of the time I'm writing this report (early September, 2015), that is. I hope it will evolve and grow from here—the thought of that is very exciting. But it's great as it is, for now.

One thing worth mentioning first though, is that it isn't available yet in all countries, but PayPal has mentioned that they are adding regions as quickly as they can, so to check back occasionally if your country isn't yet supported.

Again, a good part of the strength is in the simplicity, so I hope they don't make it more complicated by adding too many bells and whistles… we'll see.

When you sign up for PayPal.me, you'll choose a unique link. When people click that link, they'll get access to a payment form that makes it easy to send you money.

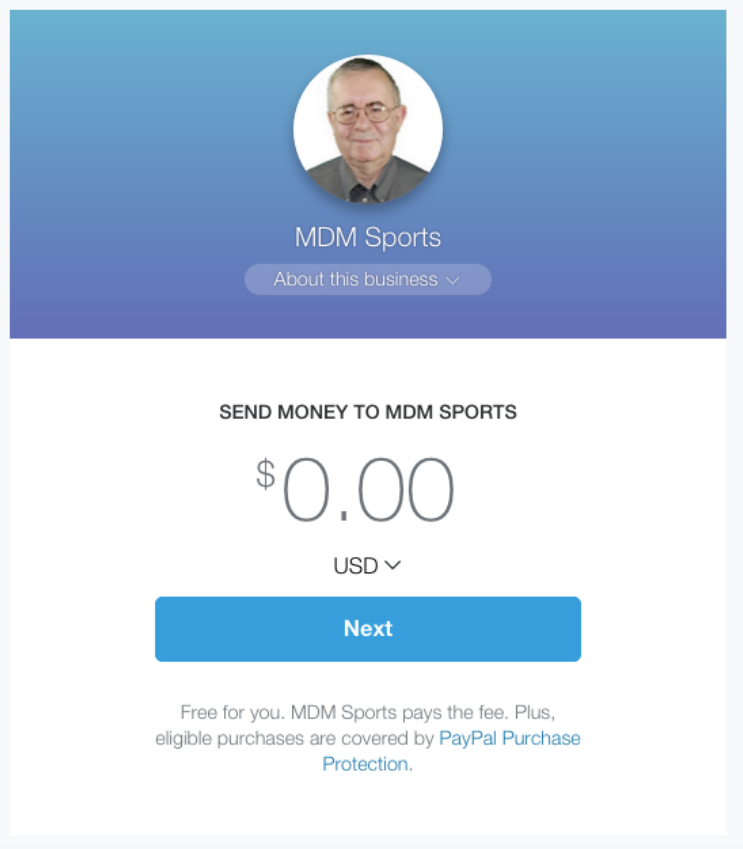
A few clicks and you're paid. It's genius, right?

Here is my PayPal.me link as an example so you can see how it looks:

http://paypal.me/DennisBecker

"DennisBecker" is what I chose as my PayPal.me name. I was sure to grab it before the other Dennis Beckers of the world (including the man who owns the domain name dennisbecker.com). ☺

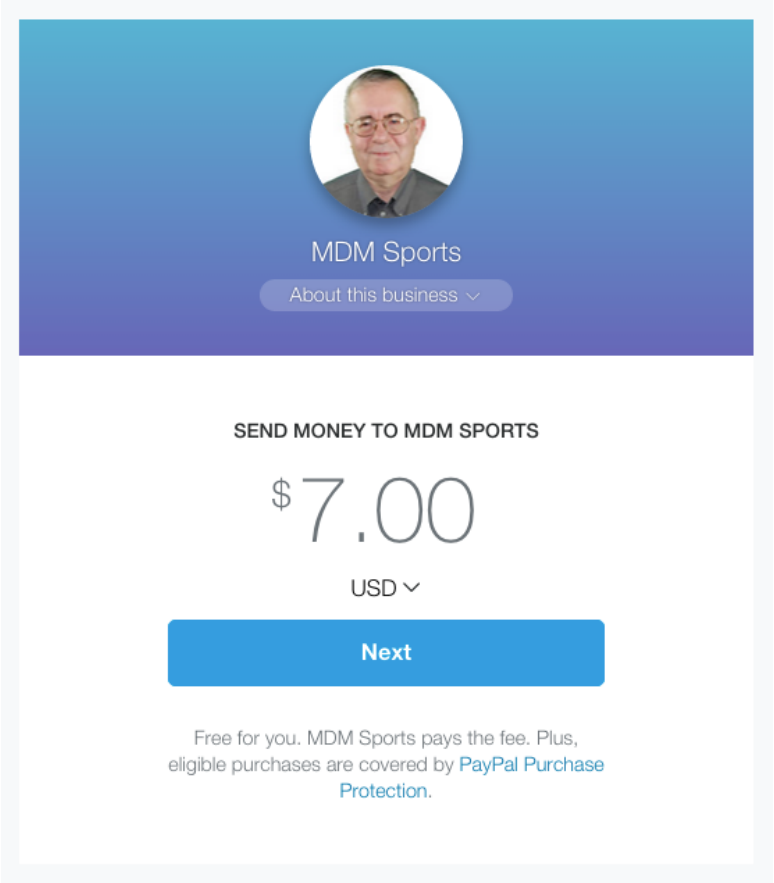
As you can see, when you click the link, you get a form that lets you enter in any amount of money to send to me.



With the example above, you, the buyer, would modify the amount of money to send.

Or, I could modify the link before giving it to you so it specifies a certain amount of money I'd like to be paid ahead of time. If I wanted you to pay me $7, the link would look something like this:

http://paypal.me/DennisBecker/7



It's easy to request a certain amount, as you can see. The $7.00 figure was pre-loaded because I modified the link.

It's really, really simple to get your own PayPal.me link and I think you're ready to do that. That's what we'll talk about next.

How to Choose a Great PayPal.Me Link Name

Again, it's really simple to sign up for your own link. As in, there's no way you can mess it up… well, maybe, but we'll address that.

Let's talk a little bit about how to choose a great name because you don't want to choose one you'll regret. Remember that these links are unique. The name you choose for your link will be yours and yours alone. No one else will be able to claim the same link name as you, and that's a great thing.

With that said, you only get one link to associate with your PayPal account, so you really have to choose wisely. At this time, you don't get to sign up for several different PayPal.me addresses – although that's a shame, because I can think of a lot of reasons why I'd want to have ownership of more than one link.

However, if you have multiple PayPal accounts, you can have one PayPal.me link with each. For example, if you didn't already realize this, you can have a personal PayPal account, and a separate business account.

So maybe for your personal account, you'd set up a paypal.me link so that when you go out to dinner with friends, if you wanted to split the check with the others, you could have them send their share of the bill to your paypal account, right there from their smartphone.

For business, it would be awesome if you could have one link for your products, one link for your services, one link that serves a "buy me a beer" or tip function, and so on. It would even be nice if you could have links for each of your products, wouldn't it?

Maybe someday they'll have sub-accounts like domain names can have subdomains, but for now, we just get the one, and once chosen you can't edit it, so be careful in typing so that you don't have a misspelling.

That means you really have to choose well. Choose something that will mean something to you, your customers, and your brand. I've chosen my name—what will you choose?

What I suggest you do is go ahead and read through my thoughts on choosing a great PayPal.me name. Then, go ahead and claim your name so no one else does. I suspect that names will go quickly as more people start to realize the potential here.

Different Types of Link Names

Now, let's talk about the different types of PayPal.me link names you could choose.

You could choose one that has your name in it, like I did. It's good to grab this ahead of time (as in, ASAP), especially if you have a relatively common name. You don't want someone with your same name to claim that link name if that's what you want for your PayPal.me link.

Of course you could add something to make it unique, like email addresses or user names have ended up being over the years, but you really don't want to end up with something like JohnSmith3712, do you? I sure wouldn't have wanted to be DennisBecker2, or even DennisBeckerToo, you know?

Or, you can choose a link name that has your brand in it. If you have a memorable brand that people know you for, this is a good idea. That way, it will really stand out in people's minds and further your brand.

Or, you can choose something else that really stands out and captures people's attention. Do some brainstorming for things that really fit your business and your goals for your PayPal.me link.

Note that you can consider these to be like domain names. There are certain "premium" names that you could choose—names that people might start to clamor for. You could choose a name that represents your business in a more general way. I don't know if these are available (you'll have to check when you sign up for PayPal.me), but I'm talking about names like /products, /ghostwriter, /author, /offlineconsultant, /coach, etc.

But don't do this just for the case of having a premium name, since unlike domain names, you can't sell your PayPal.me name to someone else. It's attached to your PayPal account.

Also, you probably don't want to "typecast" yourself, because maybe today you're primarily a ghostwriter, but 5 years from now you might have a more diversified business.

Also, you don't want to "squat" on anyone's name or brand or anything like that when you choose your PayPal.me name. I've noticed that there are

people who have done that, and that's not a smart decision. PayPal or the people whose trademarks are being violated will definitely have a problem with that and will come down on you for it.

It's too early to tell still, but I suspect that others might choose their PayPal.me link in a way that's designed to trick people. Since it's a PayPal.me address, and easy to make it look like it's coming straight from PayPal, they might try to choose something that looks like it would naturally be on the site.

I won't give examples of this. But, generally, if you're trying to trick people with your PayPal.me, it's not a good idea and it will not serve your purpose in business. It might even get your PayPal account terminated.

Be smart about this. But do think about opportunities out there to grab a premium, generic name that will stand out if that is in line with your goals.

For example, maybe you can choose something related to product creation, freelancing, coaching, or whatever your main focus in business is, as in the examples I gave you above.

In the end, there's no real, hard benefit to one name over the other – at least not in the long run.

It might be a novelty for now, or help with branding in the long term.

But really, most people will see the PayPal.me name in your email, or on your website, or wherever you're putting it. They'll click the link and buy based on factors other than the name itself. They'll buy based on your offer and where they see the link.

With that said, choosing a good name can help in the ways we've talked about and there are plenty of great names available now. Just do little bit of thinking and brainstorming before you go ahead and grab that name.

If you're totally stuck, just choose to put your name in the link. Most people never change their name, right? Easy, done, and ready to profit.

How to Create Your Own PayPal.me Link

This process is really simple, but I'll help you with it anyway.

Ready?

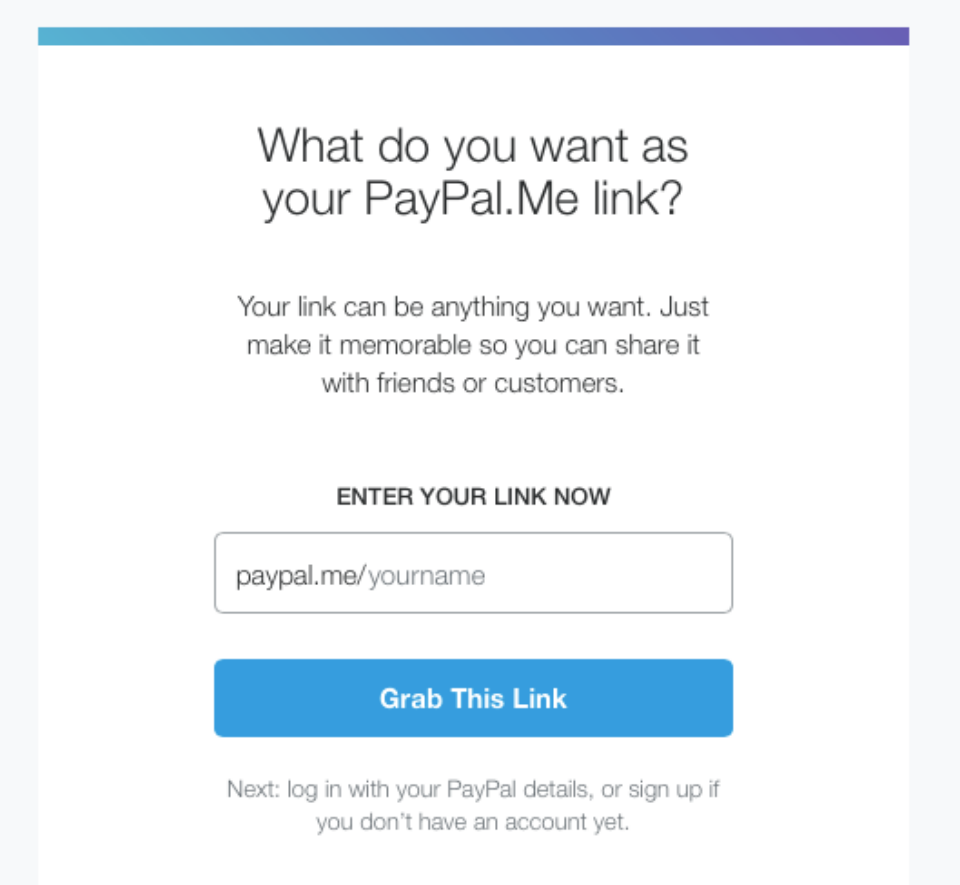
I think you'll be thrilled with how PayPal has laid this out. I think they really have big plans for their PayPal.me service in all its simplicity.

Go to http://www.paypal.me



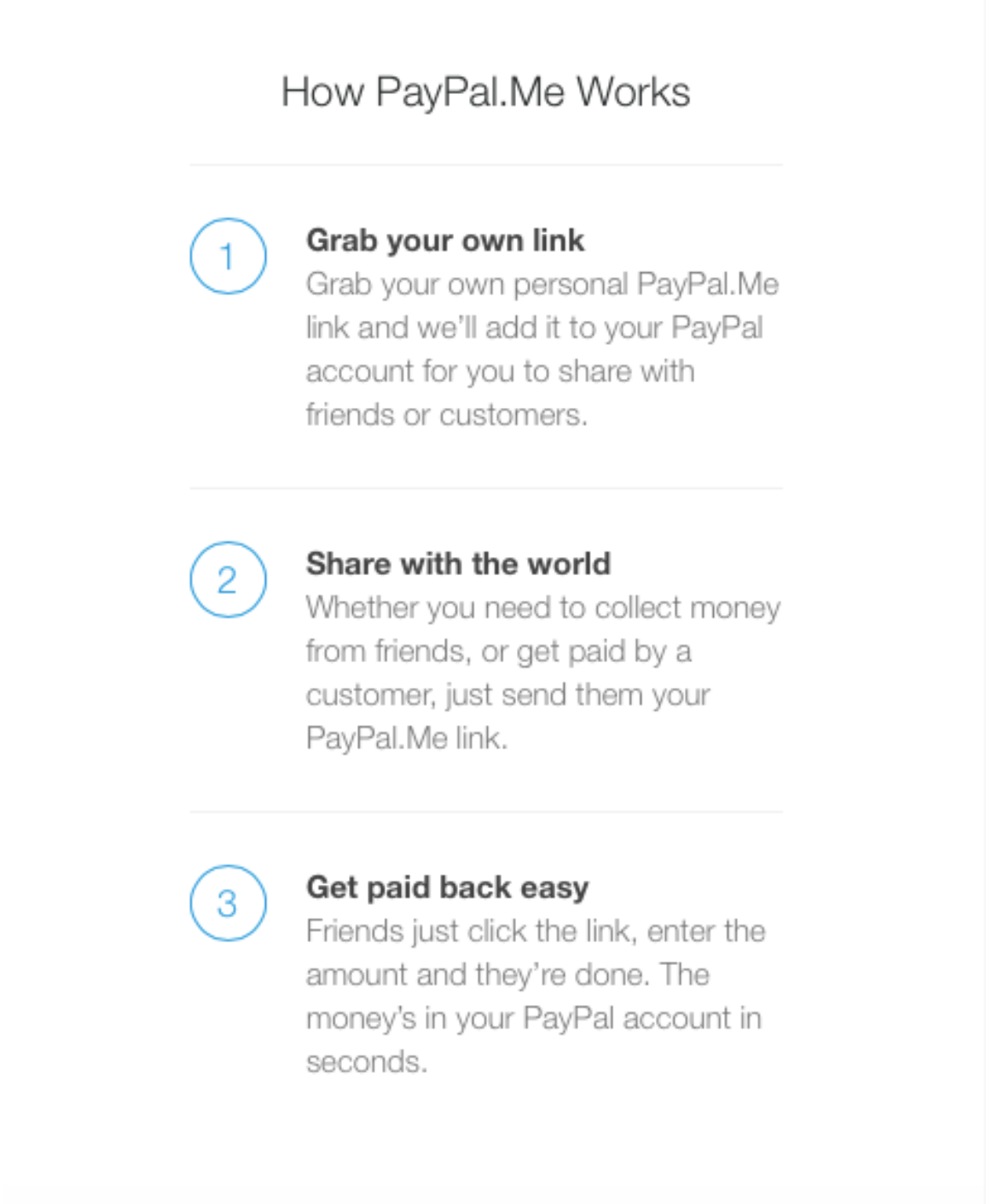
Click the "Get Started" button.

Fill out the simple form that will appear on that page for you and choose your name. PayPal will show you what's available and what's not as you input your name choice, so you might have to try a few different ones, depending on the name type you're going for, and how long you've waited to do this.



Then, you'll be asked to sign into your PayPal account and you're done!

Here are the steps as PayPal describes them:



That's really it! That's how you claim your name. Now, you can send people your link and start earning.

Your link will look like this, but with your chosen name attached instead of mine:

http://paypal.me/DennisBecker

Remember that if you're asking for a specific amount, just add that number to the end of your link. For example, use http://PayPal.me/YourMeName/25 to ask for $25.

My link requesting $25 would look like this:

http://paypal.me/DennisBecker/25

Fees Involved

As you might have noticed on that page, PayPal charges you a fee when you receive money, if you have a business account. It's the typical PayPal fee, nothing extra for the PayPal.me service.

Ideas for Earning with Your PayPal.me Link

There are lots of different ways that you could earn with your PayPal.me link. It's time to be creative. In addition to the ideas I cover here, start to brainstorm. Think about what you currently do in your business and how PayPal.me can fit into that.

Use the ideas here as a starting off point. You can combine different ideas, try more than one idea, and really be innovative when it comes to PayPal.me. You'll probably be one of the first, if not *the* first, in your niche to use PayPal.me in this innovative way. That's pretty exciting, if you ask me.

How to Earn With PayPal.me as a Product Creator

You can use PayPal.me to earn as a product creator. Product creation is one of the most exciting and profitable ways to earn money online and this fits right in line with that.

Getting it Out There

The trouble is that some people are great at creating products; they just aren't sure how to sell them. They don't want to deal with difficult shopping carts or any technical things that might pop up. So, they hold themselves back.

So what happens is they create great products that can help people, and can earn themselves money, but it sits unsold because the creator doesn't know how to overcome the technical hurdle of adding the buy button.

PayPal.me can certainly help with that fear and struggle, especially if you're newer to product creation and need a very simple method of collecting money for your products.

You can use your PayPal.me link to sell your product-- easy. People will pay you through the link and then you'll send them the product. It's as simple as that. PayPal.me offers an attractive order form, giving you a professional look with zero fuss.

It's important to note that you will have to deliver products manually when you use this method. At this time, PayPal.me does not offer automated

product downloads as a service, though I suspect that there will be product creators that develop plugins and addons that will automate product delivery.

If you remember the "good old" days at the Warrior Forum, long before Warrior Plus and JV Zoo, the original Warrior Special Offer (WSO) subforum allowed buyers to pay sellers by using a "buy me a beer" button. Someone eventually developed software that would automatically send a different digital product to the buyer dependant on the amount paid, so if someone paid $7.00, they'd receive Product A, if they paid $7.99, they'd receive something else.

I suspect that someone will soon develop something like that for PayPal.me (hint to software developers, you could do very well with this idea).

But that doesn't matter for simple product sales. If you're just starting out, you can deliver the products manually until you're ready to find a different solution.

All you need to do is upload your product files to your web server, and when you receive the payment notification from PayPal telling you that someone paid you with PayPal.me, you'll have their email address, and you just send them an email with a link to the download file, thank you page, or whatever you've set up.

Think about what your time is worth as well. It might be worth it to hire a virtual assistant to deliver the products to your customers for you. Selling products via PayPal.me can be worth your while whether you deliver the products or a virtual assistant delivers the products.

You can do it this way even if you are very experienced. For example, consider using your PayPal.me link for special, out-of-the-box offers. Let's say you really want to stand out in your niche and do things in a way no one else is. You can send your PayPal.me link to prospective customers and manually deliver your special, limited product with a smile. Try putting scarcity on it to get people to take action fast.

You can personally deliver your products after being paid through your PayPal.me link to really make an impression with your customers. It can be a great way to start a long-term customer/product creator relationship.

Remember that next to no one is doing this yet. You can be one of the first. See how it works for you and how it can help you earn as a product Creator.

Create Different Types of Product Offers

Name Your Own Price

Let's talk about the types of offers you might create more specifically. Since people who click your PayPal.me link can enter in the amount of money they want to pay, you can create a great, eye-catching offer by letting people name their own price for your product.

Maybe you've seen people do this before. People have made offers that allow you to name your own price for things like music, books, products, and more. They just haven't done it on this platform before—you can be one of the first to do this through PayPal.me.

What you can do is put up a sales page with a download link for the product right on it. People will be really excited about downloading—it's very enticing because it's right there, readily available. After they download, they can click your PayPal.me link and pay you whatever they think that product is worth.

This method is certainly worth experimenting with. You might be surprised at what people are willing to pay. It's a different enough offer to be eye-catching, especially if it will only be there for a certain amount of time. And, you don't have to manually deliver the product with this method, which is a huge plus, because the buyer has already received it before paying.

"Shareware" or Premium Versions

Software developers have been doing this business model virtually forever, and sometimes the software has premium features that are crippled until payment is made, but they get a "light" version for free.

You can do that also, just be sure that your buyer will know that they won't get access to the premium features of your product instantly, as you'll have to send them the new version manually.

Monetizing Your Downloads

If you're worried people will download and not pay at all (and some will do that), then put affiliate links or product sales links right inside the product itself. Then, you won't care if it goes more viral than you intended and you'll have more opportunities to earn.

Another way to do this is to put the product's download link right there on the sales page as mentioned above… Only this time you'll modify your PayPal.me link with the price you want people to pay.

Let's say you want to sell something for $7 – you would add that to the end of your PayPal.me link. This makes it easy, ensures that most people will pay your desired price and not less, and mostly automates the download process so you don't have to send the links manually.

Keep in mind though, even if you put your price in the link, people are able to override that price before they make the payment, or they can simply ignore the payment altogether.

You can, of course, choose not to put the download link right on the sales page. It depends on what your goals are and where you put your value. You could manually send the product instead like we talked about before.

List Building on Steroids

Another thing you can do is use this method as a list builder. What you can do is create a sales page and instead of a buy button on the sales page, you'll put an opt-in form. You'll drive traffic to this page and get people to opt-in once they're excited about getting the product you're promoting.

It's only once they've opted in that they'll get the download link on the next page. Along with the download link, they will get your PayPal.me link as the method of paying you. You can either leave the link blank so they can choose what they pay or you can put a dollar figure at the end of the link if you want to suggest that people pay you a certain amount of money.

This way, you are definitely getting an email address. We all know how important list building is. Getting an email address is much more important than getting that $7. People will sign up because they know they'll get to download the product on the next page no matter what—that's some major enticement.

And, you'll be getting paid because your PayPal.me link will be right there, remember. You can either do this as a "name your own price" offer or, again, you can modify the link if you want to suggest to people that they pay a certain amount.

Premium Product Options and Bundles

Another way you can earn as a product creator with your PayPal.me link is to offer different package levels for sale. On your sales page, have entry-level products all the way up to huge, valuable bundles of products available.

Customers can choose the package they want and pay the amount of money you've specified for the bundle they have purchased. You can either put the download links right there on the sales page, or behind an opt-in form, or you can send them manually.

Selling "Stale" Products

Many product creators are in the mode of continually creating new products, launching them, selling a bunch of them for a week or two, and then moving on to the next.

Even your affiliates tend to just to promote the latest and greatest, so your older products become dusty with few if any sales after a while.

But still, they're great products, and if you're building a list, the new members on your list might never have heard about your old products, which might be a great help to them.

Yes, you can and should add links to them in an autoresponder followup series, but still, people tend to buy new products, not old ones.

So consider occasionally having a special deal for your list members. Send them to a page that has your older product, and instead of having a buy button on the page, or even a discounted buy button, have a PayPal.me link which will allow customers to name their own price.

This will have multiple advantages for you, in that you'll have some people send you money; you'll potentially have more people open your emails because they'll start expecting great deals that they can sample without any

risk at all; you'll have your products in their hands and you might have links inside that are monetized in some way; you'll build your brand and authority in their eyes because they'll start to know that you're very prolific and knowledgeable in your niche; and more.

And they'll have the advantage of access to a product of yours that might really help them, again, without any risk or need to worry about asking you for a refund later. If they don't like the products, they don't pay anything. If they got value, they do.

And then there's the law of reciprocity, which is a whole other form of psychology, but very much active in this case.

The bottom line is that you just made some extra money from something that was gathering dust on your server.

Closing Thoughts

How are you going to earn with your PayPal.me link as a product creator? Give it some thought. Brainstorm based on the ideas you see here. Hopefully, an idea has stood out to you and you're ready to profit as a product creator with PayPal.me.

Or possibly, something I've suggested sparked some creative juices within you and you've come up with a unique twist on one or more of the above ideas. I'd love to hear from you about your unique ideas, and would be glad to give you credit for it, and add the idea to a future version of this report.

How to Earn As a Freelancer or Service Provider with PayPal.me

Let's say you're not a product creator and you're more into the services side of things. That's just fine. You can earn with your PayPal.me link as a freelancer or service provider. It doesn't matter what service you offer, PayPal.me is the perfect way to get paid for it.

It can be a big pain to have to invoice clients and deal with sales buttons and shopping carts for your services and offers. PayPal.me is so much simpler.

Sending Invoices with PayPal.me

You can simply send your link to your clients for payment. It's very easy. Whether you send the link via their email, on your website, through a text message, or whatever, it's easily accessible, links to a simple payment form, and eliminates a lot of headaches for you and the client.

Sometimes, you'll want your client to input how much they owe you. This might be a payment they're making before you begin the service or a payment they're making after you've turned in the service.

Alternatively, you can modify the link to represent what they owe you. This makes it easy for both of you and acts as an instant invoice. They won't need to make any calculations and you'll receive your money more quickly.

Making it Easier for Customers to Hire You

One of the most important things you can do as a service provider is to make it super easy for people to hire you. There are so many freelancers and service providers out there who have great websites… But they make it way too complicated to hire them. It shouldn't be complicated at all.

What you might do is put your PayPal.me link right on your service provider website. List your packages and the things you offer along with your prices. Then, when someone wants to hire you, they can simply click your PayPal.me link and pay you.

You should also ask them to also send you an email with more details about what service they want you to perform specifically, or ask them to provide that information inside the text area that PayPal provides called "Special Instructions to Seller".

Again, they can manually enter the payment information (this is especially useful if they're ordering multiple services from you) or you can modify the link so you're paid a specific amount. You can modify the link and place the modified links near their respective packages to make it easier for your clients.

Now all they have to do is click, fill out a simple form, and pay you. It doesn't get any easier than that. You might get more clients than you're used to because it's so simple and clear to hire you whereas many service providers complicate things, and that's a wonderful thing.

Tips and Bonuses

Another thing you can do is leave your PayPal.me link on your website and put it in a "tips and bonuses" section on the sidebar or elsewhere. That way, if you've done an exceptional job or a client feels like giving you a bonus, they can easily do so without a hassle.

Closing Thoughts

You get the idea. Take these ideas and run with them. Brainstorm how you could use your PayPal.me link effectively for your service-based business. Whether you mainly work for clients online or your clients are local, your simple PayPal.me link offers a fast and effective way for people to pay you and hire you.

How to Earn with PayPal.me as a Coach

PayPal.me is also the perfect way to have clients pay you if you offer coaching services or consulting services of any kind, or even if you don't currently.

It's important to make it easy for your clients to pay you, just as it is for service providers. You can make your PayPal.me link available for coaching clients to pay you quickly.

Make it Easy for Clients to Book Your Services

Depending on how you set your coaching services up, clients can simply click this link and pay you whenever they want to book you for a coaching session. This works well if you have a recurring client that hires you often but isn't on any particular schedule.

Maybe you're in a Facebook group and someone asks a question that you have an answer for, and the person wants to talk to you at more length and privately. This happens quite a bit in my Facebook group, actually.

So you can message them and offer your assistance with a Skype call or a Google Hangout or a private webinar, just send them your PayPal.me link for your reasonable amount, and you've just obtained a coaching client, even

without a website offering your services. Maybe you never thought you'd be a coach before, and now you are. ☺

Let's say they want to pay for a session once a week or once a month or whenever they need a boost – PayPal.me makes that easy.

You can also modify the link and set it to specify a certain amount you want a client to pay you. This is great if the client takes you up on an upsell, for example.

Once they decide to take the upsell, you can simply modify your PayPal.me link, enter in the amount they owe you for upgrading, send the link, and get paid.

Add Your PayPal.me Link to Your Business Cards

Your PayPal.me link is so simple and clear that you can easily put it on a business card. This is great for those who offer coaching and consulting locally or online. It's like a subtle call to action without being too pushy.

It's also great for handing out at networking events and so on. People can see your link on your business card and easily go to that link to book you for coaching sessions.

Think about how you want to structure your coaching business and how PayPal.me can fit in line with that. With a little creativity, you could have payments coming in left and right from coaching clients with no fuss at all.

More Ways to Earn with Your PayPal.me Link as an Internet Marketer

I have been brainstorming different ideas for you for what you can do with your PayPal.me link. There are so many different ways you can earn money as an Internet marketer. In turn, there are so many different ways you can earn with your PayPal.me link. The sky's the limit!

Add Your Link Everywhere!

It's also a great idea to put your link in various types of content you release on the web.

One of the best ways to use your PayPal.me link is as a way for people to thank you for your great, helpful content… maybe a free report, blog post, article, etc. You can even create special offers people can only see by accessing your content and paying via PayPal.me.

And don't forget to include your link in the description of your Youtube videos, as well as embedded inside them with a very subtle call to action (Enjoyed this video? PayPal.me/DennisBecker and I'll send you links to more like this.)

Obviously marketers have been sort of doing this forever, by putting a link in the Youtube description to visit their web page, and then once there a link to make payment, but suddenly the process got much easier. The more clicks necessary, the more chances for "cart abandonment", and with PayPal.me there is at least one fewer click.

Of course, there's no reason you can't add your link to your livestream videos like with Periscope, Meerkat, Blab, etc.

Likewise, your link should go into any reports that you share with the content sharing services. Heck, even if your reports are picked up by the blackhat sites and distributed illegally, at least your link will be out there, and it might get in the hands of honest people who appreciate the value you've given).

Use Your PayPal.me Link as a Tip Jar

Let's say you write a great, epic blog post that's getting a lot of comments and shares and things like that. Well, you could put your PayPal.me link at the bottom of your blog post. People can easily "buy you a beer" at the bottom of that post to thank you for it, using your link.

Or, you can put a special offer at the bottom of that post. You could advertise a related product or service. You can then put your link on that post that people can pay you what they think that product or service is worth—"pay what you want." Or, you can modify the link if you want it to be worth a certain amount.

You can do the same with articles you write. Put your PayPal.me link on the article so people can pay you as a thank you, or tip, or whatever they want to do.

Add Your Link to Your Blog and/or Emails

Many bloggers have a link on their sidebar to "tip" them for value provided in their posts, or in their content-filled emails. You can do the same thing very easily with your PayPal.me link.

People are becoming more and more accustomed, thanks to Facebook, to clicking on the "like button". You might try having a like button on your blog that links to your PayPal.me link. Maybe that's a little sneaky, but testing will determine how effective it might be.

Add Your Link to Your Free Reports

You can put your PayPal.me link within free reports. Do what you can to make these reports go viral. People can pass them around. Your PayPal.me link can represent an upgrade from the free report—if they pay anything at all, they'll get the upgrade. Or, it can represent a tip or a "beer" if they got a lot out of the free report. Whatever you choose, put a call to action next to the link.

Again, you can use your PayPal.me link as a "buy me a beer" function on the sidebar of your blog or website. People have done this on blogs for many years, but now PayPal.me makes it easier.

Use Your Link as a Crowdfunding Method

Another thing you can do with your PayPal.me link is use it as a way for people to help fund a project of yours. You can consider it to be like a mini Kickstarter campaign. Let's say you want to create something incredible that excites your audience. Well, everyone who contributes to the creation of the project through your PayPal.me link will get something special. Think about it – use this idea as a starting point for your own brainstorming.

Just be sure to keep track of who contributed to your venture so that you can reward them in the promised way in the future.

Selling From the Stage

Maybe you're a speaker at a seminar, and you're offering a special discount on a product or service. How do you typically accept payment? A very easy method now is to use PayPal.me. As you're closing your presentation, you simply have a slide that says something like "Today only, this whiz-bang bundle of awesome products, normally $725, only $99… send payment to me at PayPal.me/DennisBecker/99".

Fundraisers

Similar to crowdfunding, a fundraiser is often used when someone is in financial trouble and is willing to have a firesale in exchange for quick cash. It might not be you, maybe it's for a charity or for disaster relief in a region near you. You can offer your PayPal.me link (or that of the person needing assistance) to collect donations.

Obviously, people might be hesitant to trust you if they don't know you, but it might be helpful in a time of need.

Using PayPal.me as an Offline Marketer

You can also suggest and set up these strategies for companies that you work for, so that they can get paid for their services easily without worrying about invoicing.

For example, I have a landscaper that leaves a paper invoice every month for the work he's done, and I have to write a check and mail it to him. I'm sure that many of his clients take longer to pay him than I do, or checks get lost in the mail, etc. Wouldn't it be much easier for him to leave me a note to pay the amount due with PayPal.me? He could have the money right away and I wouldn't have to write a check.

So brainstorm ways that your offline clients can utilize this service also, and if nothing else, get them to claim their business name before someone else claims their name or brand.

Lots of great names are available as I write this, for example I noticed that PayPal.me/landscaper is available.

Oh, how I wish these were like domain names and I could claim as many as I wanted, then selling them to others, but alas, not to be. ☺

It's Worth Noting…

It is worth noting that it might be difficult for you to figure out what people are paying you for when they buy through your PayPal.me link, especially if you're using your link in more than one place. Hopefully, this is a situation that PayPal will correct or offer alternatives for in the near future.

The best way around this that I can see is to modify the links with certain amounts based on what you're promoting or selling. That way, you'll be able to figure out what you're supposed to deliver when someone buys.

For example, if someone sends you $7, they get Product A, and if they send you $6.99, they get Product B, etc. The only glitch will be if they override the price in the link to name their own price (which they can do), and then you'll have to send them an email to find out what they want if you're offering multiple products.

The other workaround is to give clear instructions so that the person paying you enters a note into the box that PayPal displays called "Special instructions to seller". That note will be passed to you when you receive notification of payment, but if the payer neglects to fill that out, there's no way to force PayPal to make them correct the "error" before actually sending the money.

Or, use the strategy where the download is right there so they can easily access it, and then they can pay you through the link, and there will be no muss, no fuss.

It's also worth noting that using PayPal.me is a vast improvement on the typical way of asking people for money.

I don't know how many times (a lot!) I've been asked to invoice someone for an odd amount for something that isn't linked to my shopping carts. I typically just tell them to send a certain amount to my email address with PayPal, but some people, especially non-IMers, aren't quite sure how to do that.

Now all I have to do is send them a quick link, and when they click on it, they're almost done with not technical hurdles to overcome.

I mentioned before, but it bears repeating here, you can also use PayPal.me to request money from friends and family for their share of a restaurant meal,

their share of a high-priced gift for someone, to reimburse you for gas money, virtually anything you can think of.

Or… selling Girl Scout cookies or other items for your son or daughter's fund raiser to people in your office? Maybe they don't have cash on them, so you tell them, no problem, just send me money with PayPal.me.

Obviously (or maybe not) you can use PayPal.me from your smartphone, and even send the link via text message or by Twitter direct message, but even just giving out the link by voice is so much easier, don't you think.

For example, I used to tell people to send $35 by PayPal to my email address, which is 5buckguy@gmail.com, and they might send it to fivebuckguy or 5bukguy or something like that, if they even remembered the email address by the time they got to their phone or computer. Now I can tell them to send the money to paypal.me/DennisBecker

So much easier, agreed?

Claim Your Link and Get Started Today

Don't just read this and think it's a good idea and tuck it away for later. At the very least, you should claim your link right away. You don't want someone to steal a name that you really wanted for your business.

Use the ideas you've read here as a starting point. Start to brainstorm and figure out how you can implement these ideas in your business.

PayPal has made it even easier to earn in business, with the PayPal.me link. Take advantage of this, be creative, and profit!

In Closing

Enjoy this report? Did you receive value?

Normally I would sell this report for a minimum of $7, maybe more, but I didn't do that, did I?

However, I won't mind at all if you show your appreciation if you truly received value… Name Your Own Price (and please sill out the Special Instructions to Seller box inside PayPal to let me know what this is for). ☺

Want More? Here Are Some Resources:

The IM Inside Track – my "legacy project" where I'm sharing my accumulated experience and knowledge, and that of many of my mentors.

Kindle books – Here are my books on Amazon.

Action Enforcer – The desktop application (Windows PC or Mac) that will bring you more focus and let you get more done in less time than you ever imagined. Do you want to double your productivity, guaranteed?

Earn1KaDay Insiders Club – Join hundreds of other successful Internet marketers inside our famous Insiders Club, where you can build relationships and learn new skills, as well as get free access to just about every one of my books, including new ones as they're published.

Dennis Becker Central – My main blog.