

Joe Nestlerode
Program Director, First State Woodturners
May 12, 2020

Monetizing and Automating the Registration Process for Attendees of a Remote Zoom Demo

Introduction

This is for the benefit of fellow woodturning Chapter Officers and volunteers who toil behind the scenes: organizing activities, leading meetings, teaching others, maintaining websites, schlepping lathes to events, balancing the books, stowing the gear, and evangelizing the joy of all the things that can be made round on a lathe.

I'm writing this not only as a guide to setting up a simple back-end payment system, but also as a proof of concept: a small woodturning Chapter can provide a remote demonstration - hosted by one of our top talents in woodturning - and not only cover the host's demo fee, but also have some left over for the Chapter's general fund.

DISCLAIMER: I am by no means an e-commerce wizard, and I'm sure there are many other ways to set this up. This is what I came up with after a morning of research and experimentation. It was fairly quick and easy to set up, and it worked out-of-the-box on the first try. It may not be for everyone, but on the other hand, it could possibly be of use to artists and makers, content creators, or other types of organizations.

Contents

Introduction	1
Contents	2
Summary	3
Background	3
Requirements	3
Setting It Up	4
Configure Simple Cart - General Settings	5
Configure Simple Cart - Email Settings	9
Configure PayPal IPN Settings	12
Advertising the Demo	13
An Alternative Method	14
Setting Up PayPal "Buy Now" Buttons	15
Conclusion	21

Summary

The system I put in place:

- automates the registration of participants and the payment process;
- automatically sends the participant an email confirmation after they pay that contains the Zoom ID link and password for the demo;
- also sends emails to several Chapter Officers, notifying us of the sale;
- generates a list of the sales with the date, time, buyer, buyer's email, etc. which can be exported to an Excel spreadsheet.

This system, combined with a quick marketing campaign, was - by pretty much all measures - a resounding success. I believe it was our most attended meeting ever, with people from all over the country and - even a couple international guests - joining us! We brought in more than enough admission fees to cover the demonstrator's fee, and the excess provided a healthy contribution to our general fund. And fully half of those attending were guests, which means two-thirds of the revenue we generated came from non-members.

Background

Over a month ago, we booked Cindy Drozda for a remote demo on May 5th. Our Chapter typically charges members \$5 each when we bring in a professional demonstrator, to help defray our costs. But of course, this time - in the time of coronavirus - we would not be meeting in person, so how to collect the fees? Our Chapter President thought it was still important to charge for the demo, and I agreed. With the virtual format, I saw an opportunity, so I suggested that we also allow guests (non-members) to attend, and charge them \$10. I thought this was a reasonable price for 2+ hours of high quality, live, interactive demonstration and instruction. And if we got a few guests to sign up, it would help cover our costs.

Requirements

I needed to be sure the demonstration was as secure as possible from "Zoombombers" - that is, the Zoom ID and password could not be posted publicly. And as mentioned above, I wanted to

automate the registration and payment process. And finally, I wanted advertise the demo as widely as possible to attract people from outside the Chapter.

To address the first two criteria, I thought it would be great if someone could register and pay for the demo online, and then immediately receive an email confirmation that contained the Zoom ID link and password for the demo. As long as people purchasing admission did not post the login information online, the meeting should be secure. Woodturners are generally a trustworthy sort, so I wasn't worried in that regard. Ultimately, when I set up the confirmation email, I included a reminder: *"For security reasons, please DO NOT share this email with anyone or post the Zoom meeting ID and password online!"*.

The solution I came up with uses the following tools / platforms:

- WordPress website publishing platform
- the "Simple Shopping Cart" plugin for WordPress
- PayPal, to process the payments
- MailChimp, to advertise the demo (*optional*)
- our Facebook page, to advertise the demo (*optional*)

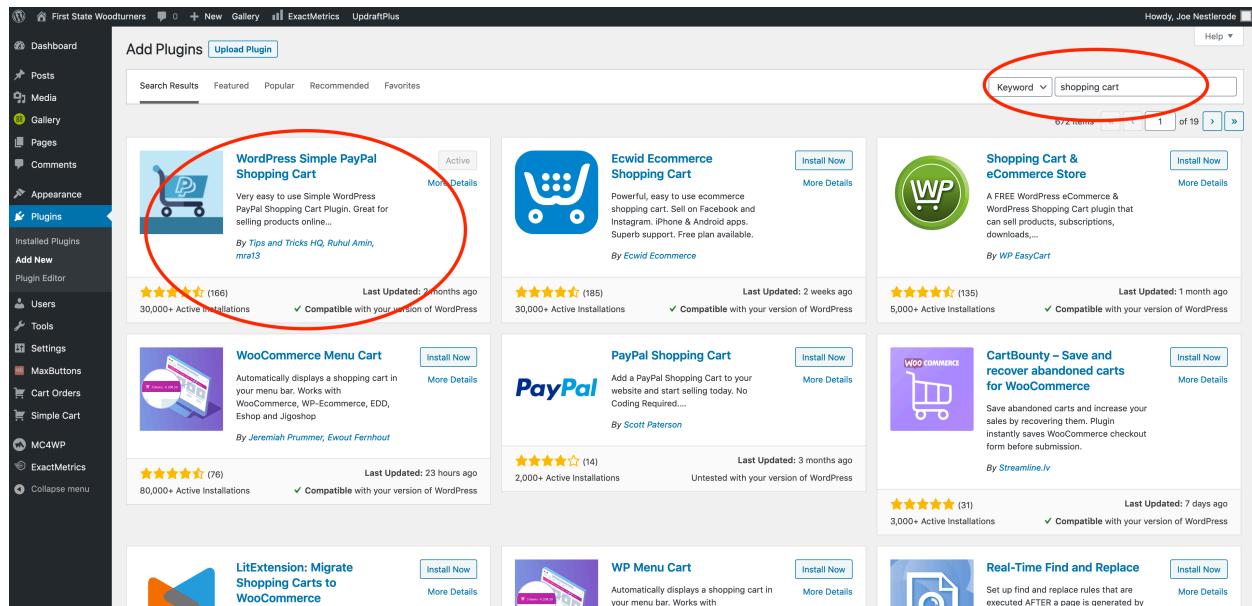
If you do not use WordPress for your Chapter / organization's website, I have included another option that only uses PayPal, plus a landing page on your website as the confirmation, instead of an automatically generated email. This option doesn't provide as much flexibility as the shopping cart plugin, but it works well enough. If you go this route, I would suggest you [block the landing page](#) that you create from search engines, as Zoombombers will often just search Google for exposed Zoom IDs and passwords.

Setting It Up

So I set about searching for a plugin that would provide the functionality I was seeking. I quickly settled on a free plugin called "WordPress Simple PayPal Shopping Cart". By using a shopping cart plugin, I could create a product page on our website which describes the remote demo, and also a "Thank You for Registering" landing page, which PayPal redirects the customer to upon successful payment.

(For these instructions, I'm going to assume a basic familiarity with using and configuring WordPress. WordPress is the most popular website / CMS platform on the planet, and as such, there are countless tutorials and documentation available if you get stuck on something...)

To get started, log into your WordPress dashboard and go to the Plugins section. Click on "Add New" and enter "shopping cart" in the search bar. There will be a lot of choices in the search results, and one of the first listed should be "WordPress Simple PayPal Shopping Cart" (*see below*).



Install and activate this plugin. Once it's activated, you will see two new menu items on the left column of your dashboard: "Cart Orders" and "Simple Cart".

Configure Simple Cart - General Settings

Click on "Simple Cart", and then "Settings". On the Simple Cart settings page, at the top left you will see three tabs: General Settings, Email Settings, and Advanced Settings. Let's start with the General Settings:

- For "PayPal Email Address", enter the primary email address for your Chapter's PayPal account. For example, for us it's our Chapter Treasurer's email address, because he's the one who set it up. If your Chapter doesn't have it's own PayPal account, just enter the email address of the PayPal account that you're going to use for sales.
- In the next field, "Shopping Cart title", give your Shopping Cart a name. I just put "FSW Shopping Cart". This will display on the Checkout page.

- The next fields you want to change are: "Return URL", "Cancel URL", and "Products Page URL". These are the URLs for two simple pages you will create on your website. *(Two, not three, because I recommend you just use the Product Page URL for the Cancel page. In other words, if a customer is on PayPal about to purchase admission to your demo, but changes their mind and cancels the transaction, they are automatically returned back to your Product Page.)*

The Product Page that you create on your website can be very simple - just a title and brief description of the demo. I suggest having a look at the Product Page I threw up for the [Cindy Drozda demo](#) for ideas. *Pro Tip: on your Product Page, be sure you're clear on the day, date, time, and time-zone of your demo.* We had people from all over the country and even someone from New Zealand join us for our demo!

So, on your Product Page, after your description of the demo (or product), you want to copy/paste the "short code" for the shopping cart button. This short code is at the top of the General Settings page of Simple Cart. *(see below)*

WP Paypal Shopping Cart Options v4.4.9

General Settings | Email Settings | Advanced Settings

For more information, updates, detailed documentation and video tutorial, please visit:
[WP Simple Cart Homepage](#)

Quick Usage Guide

Step 1) To add an 'Add to Cart' button for a product simply add the shortcode [wp_cart_button name=product].
Example add to cart button shortcode usage:
`[wp_cart_button name="Test Product" price="29.95"]`

Step 2) To add the shopping cart to a post or page (example: a checkout page) simply add the shortcode [show_wp_shopping_cart].
Example shopping cart shortcode usage:
`[show_wp_shopping_cart]`

PayPal and Shopping Cart Settings

Now edit the text of the short code:

- Change "Test Product" to something like "Cindy Drozda Demo", and change "29.95" to whatever price you want to charge.
- Since we had two different prices for the Drozda demo - one for Members, and one for Non-Members - I just copy/pasted the cart button short code twice. For the first one, I changed "Test Product" to "Member Price" and set the price to "5". For the second one, I changed "Test Product" to "Non-Member Price" and set the price to "10".
- Scroll down to the bottom of the General Settings and click on "Update Options".

Now if you save your Product Page as a draft and then preview the page, you should see the "Add to Cart" button(s) that the short code creates below your description of the demo. *(It will look a little different than the ones I created for the Drozda demo - I dug into the Simple Cart user manual and made some customizations...)*

Next you want to add the short code for the shopping cart check out: `[show_wp_shopping_cart]` You can copy/paste this short code on your Product page just below the Add to Cart short code. So then when someone clicks on the Add to Cart button, the Check out section will appear with a "Check out with PayPal" button. Go ahead and add the short codes, save the page, view the changes, and try it. You'll see how it works.

Optionally, you can put the `[show_wp_shopping_cart]` short code on a separate check out page, which is what I did. But then you need to create that page and enter its URL in the "Automatic Redirection to Checkout Page" field right below the "Products Page URL". As an example, you can see the separate check out page that I created [here](#). Again, that's optional, and for expediency, you may want to just keep all the short codes on the Product Page you create. It will work just fine.

Ok, so you've got the Product Page created with a description of your demo and the short codes that create the "Add to Cart" and "Check Out" buttons. Go ahead and publish that page to your website. Next steps:

- Copy/paste your Product Page URL into the "Product Page URL" field in the Simple Cart settings.
- Copy/paste that same URL into the "Cancel URL" field.

Now, for the "Return URL" field in the settings, you will create a very simple "Thank You for Your Payment" landing page. After someone completes a purchase, PayPal redirects them to this

page. You can view the page I created for this [here](#). Note I added links to download demo handouts that Cindy had provided, along with other useful information.

Below is an annotated screenshot of the URL fields in Simple Shopping Cart's settings:

The screenshot shows the 'Simple Cart' settings page in a WordPress dashboard. The left sidebar contains a menu with items like Dashboard, Posts, Media, Gallery, Pages, Comments, Appearance, Plugins, Users, Tools, Settings, MaxButtons, Cart Orders, Simple Cart, Settings, Coupons, Tools, Add-ons, MC4WP, ExactMetrics, and Collapse menu. The main content area is titled 'Simple Shopping Cart' and contains several settings sections. Red circles and arrows highlight specific fields with handwritten notes in red. The 'Return URL' field is circled and labeled 'Return URL'. The 'Cancel URL' field is circled and labeled 'Cancel URL'. The 'Products Page URL' field is circled and labeled 'Products Page URL'. The 'Checkout Page URL' field is circled and labeled 'This is the optional Check out page'. The 'Add to Cart button text or Image' field contains a URL to a custom 'buy now' graphic, which is also highlighted with a red arrow and the note 'This is a custom "buy now" graphic I added...'. The 'Automatic redirection to checkout page' section has a checkbox for 'Checkout Page URL' which is checked, and the 'Open PayPal Checkout Page in a New Tab' section has a checkbox which is unchecked. The 'Reset Cart After Redirection to Return Page' section has a checkbox which is checked. The 'Hide Shopping Cart Image' section has a checkbox which is unchecked.

Must Collect Shipping Address on PayPal ☐
If checked the customer will be forced to enter a shipping address on PayPal when checking out.

Use PayPal Profile Based Shipping ☐
Check this if you want to use [PayPal profile based shipping](#). Using this will ignore any other shipping options that you have specified in this plugin.

Add to Cart button text or Image
To use a customized image as the button simply enter the URL of the image file. e.g. <http://www.your-domain.com/wp-content/plugins/wordpress-paypal-shoppir>
You can download nice add to cart button images from [this page](#). **This is a custom "buy now" graphic I added...**

Return URL
This is the URL the customer will be redirected to after a successful payment

Cancel URL
The customer will be sent to the above page if the cancel link is clicked on the PayPal checkout page.

Products Page URL
This is the URL of your products page if you have any. If used, the shopping cart widget will display a link to this page when cart is empty

Automatic redirection to checkout page ☒ Checkout Page URL:
If checked the visitor will be redirected to the Checkout page after a product is added to the cart. You must enter a URL in the Checkout Page URL field for this to work. **This is the optional Check out page**

Open PayPal Checkout Page in a New Tab ☐
If checked the PayPal checkout page will be opened in a new tab/window when the user clicks the checkout button.

Reset Cart After Redirection to Return Page ☒
If checked the shopping cart will be reset when the customer lands on the return URL (Thank You) page.

Hide Shopping Cart Image ☐
If ticked the shopping cart image will not be shown.

Ok, you're done with the General Settings tab. *Be sure to scroll down to the bottom and click on "Update Options" before continuing!* If you don't, you'll lose what you entered and will need to re-enter it.

Configure Simple Cart - Email Settings

Now go to the "Email Settings" tab. The first two fields are pretty straight-forward. See the screenshot below as an example of what I used. Obviously, be sure the "From Email Address" is a valid email address.


Purchase Confirmation Email Settings

The following options affect the emails that gets sent to your buyers after a purchase.

Send Emails to Buyer After Purchase

☒ *If checked the plugin will send an email to the buyer with the sale details. If digital goods are sold, the email will be sent immediately after purchase. If physical goods are sold, the email will be sent after the shipping confirmation email is sent.*

From Email Address

First State Woodturners <sales@firststatewoodturners.org> 

Example: Your Name <sales@your-domain.com> This is the email address that will be used to send the email.

Buyer Email Subject

FSW: Thank You for Your Purchase!

This is the subject of the email that will be sent to the buyer.

Next, be sure the "Send Emails to Buyer After Purchase" box is checked. **The "Buyer Email Body" is where you put the Zoom ID link and password.** Use the provided variables ({first_name} {last_name}, etc.) to set up the email as desired, and then copy/paste your Zoom meeting information into it. See the screenshot below as an example.

Note: this confirmation email is sent as plain text, so HTML formatting will not work. However if you include full links, e.g., <http://www.example.com>, they will show up as functioning links in modern email clients.

Buyer Email Body

Dear {first_name} {last_name},

Thank you for your purchase! You purchased the following item(s):

{product_details} for {purchase_amt} on {purchase_date}

THE DEMONSTRATION DETAILS ARE AS FOLLOWS:

Tuesday, May 5th, 7 PM EDT

TO CONNECT TO THE MEETING:

Click this link: <https://zoom.us/j/935629708?pwd=NCTxZTV0VG90US9JNXFIN3NVVnU2dz09> A browser window will open, and Zoom will initiate a download of the software that you need. (This is only done the first time you join a Zoom meeting on a particular device.) Follow the prompts to install the software.

If you don't want to use that link, you can also go to <https://Zoom.us> and enter the meeting ID: 935-629-708
The password is: 935629

For security reasons, please DO NOT share this email with anyone or post the Zoom meeting ID and password online!

To use your phone for audio INSTEAD of your computer, use one of these numbers:

- +1 346 248 7799 US (Houston)
- +1 669 900 6833 US (San Jose)
- +1 253 215 8782 US (Washington)
- +1 301 715 8592 US (Maryland)
- +1 312 626 6799 US (Chicago)
- +1 929 205 6099 US (New York)

Meeting ID: 935 629 708
Password: 935629

One tap mobile:
+13462487799,,935629708# US (Houston)
+16699006833,,935629708# US (San Jose)

Please try to join the meeting 10-20 minutes early to be sure your video and audio is working as expected. If you're new to Zoom, you can download an Instruction and Tip Sheet here: <http://www.firststatewoodturners.org/wp-content/uploads/2020/04/JoinMeeting.pdf>

Thanks again! See you Tuesday, May 5th!

Next, check the "Send Emails to Seller After Purchase" box and fill out the "Notification Email Address", "Seller Email Subject", and "Seller Email Body". I set it up to send me, our Treasurer, and our President an email every time a purchase was made. (*See below*)

Send Emails to Seller After Purchase

☒ If checked the plugin will send an email to the seller with the sale details

Notification Email Address*

nestlerode@gmail.com, tom@firststatewoodturners.org, john@firs'

This is the email address where the seller will be notified of product sales. You can put multiple email addresses separate.

Seller Email Subject*

FSW: Notification of PayPal Purchase

This is the subject of the email that will be sent to the seller for record.

Seller Email Body*

Dear Seller,

This is to notify you of a PayPal sale from the FSW website.

Customer:
{first_name} {last_name} ({payer_email})

Item(s) Purchased:
{product_details}

Total Purchase Amount: {purchase_amt}

Purchase Date: {purchase_date}

The customer was also sent a confirmation email.

Thanks!

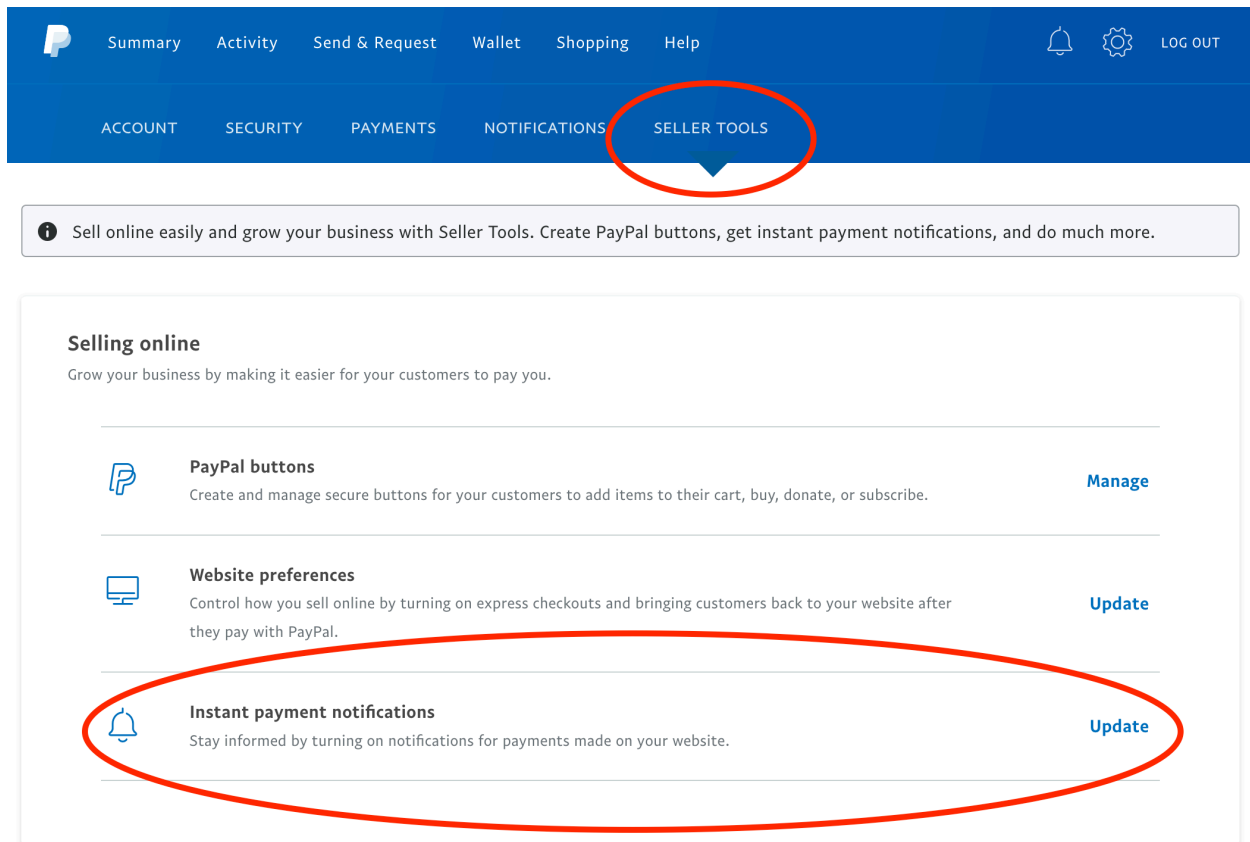
Ok, now **scroll down to the bottom and click on "Update Options"**. And you're done! Well, sort of. There's just one more thing on the PayPal side, but it's really easy...

But before we do that, play around with the Product Page you created to be sure the "Add to Cart" and "Pay Now with PayPal" buttons are working as expected. Go ahead and add a demo admission (or whatever item you're selling) to your cart, and then click on the "Pay Now with PayPal" button. You should be taken to PayPal to enter your credit card information. Do not complete the transaction on PayPal just yet. Cancel the transaction - PayPal should redirect you back to your Product Page.

All is working? Good. Now log into the Chapter's PayPal account (or whichever one you're using to process payments for your sales).

Configure PayPal IPN Settings

Once logged into your PayPal account, click on the "gear" icon at the top of the page to go into your account settings. On the settings page, you should see a tab that says "Seller Tools" - go there. Then, under "Selling Online", you'll see "Instant Payment Notifications" - click on "Update" next to that. (*see below*)



You'll be taken to the Instant Payment Notifications (IPN) page. At the bottom, click on the orange "Choose IPN Settings" button. On the next page, check the "Receive IPN messages (Enabled)" button and then enter your website address in the "Notification URL" field. **Just enter your main website address, not the address of any particular page.** For example, for us, it's: <http://www.firststatewoodturners.org/>

Click the "Save" button, and you're done!

Ok, so now what's happening is this: the "Simple Shopping Cart" WordPress plugin "listens" for the Instant Payment Notifications signal from PayPal. When someone makes a purchase from

your website, PayPal triggers the IPN. The plugin receives the IPN, and then automatically sends out the emails to the buyer and seller. Cool, huh?

At this point, I suggest you go ahead and do a full test. Add the "product" to your cart, check out, and complete the transaction on PayPal. Verify that you receive the emails as expected. *(Since you are both the Buyer and Seller, you should receive two emails.)*

It's easy to make any changes or adjustments to the email text as required in the Shopping Cart plugin settings - just be sure to click on "Update Options" after you make changes.

In your WordPress dashboard, if you click on "Cart Orders", you will see a list of purchases. Also, in the Simple Cart menu, you'll see a "Tools" option - there you can export all your sales to a .CSV file and then import them into an Excel spreadsheet. This works well - I was able to generate and print a Chapter sales report for the Drozda demo.

Advertising the Demo

Once your registration and payment system is in place, all that's left is to get the word out. I started by featuring the upcoming Cindy Drozda demo as the lead story in our [April Newsletter](#), with links to the Product / Registration page. I use MailChimp for the Chapter Newsletter and other communications. MailChimp - and similar contact management platforms - make it really easy to create professional looking mailings, newsletters, landing pages, and marketing campaigns for your organization. When sending out the April Newsletter, I also enabled MailChimp to post it to the Chapter's Facebook page.

Four days before the demo, I sent out the ["May Meeting Agenda" email](#), which was all about the demo. Much of it was copy/pasted from the write-up I'd already done for the April Newsletter. This was also automatically posted to our Facebook page. And then I forwarded that email to my contacts at six other woodturning Chapters in Pennsylvania, Maryland, and New Jersey. I told them we were opening up Cindy's upcoming demo to guests, and invited them to share it with their membership.

An Alternative Method

If you do not use WordPress for your Chapter / organization's website, you could just use a PayPal "Buy Now" button. PayPal has several types and styles of these buttons, and they are easy to configure. Once the button is configured to your liking, PayPal generates code that you just copy/paste to a page on your website, or into an email. You can see an example of this on the [page I created](#) for FSW members to pay their annual dues.

PayPal will always send your customer a purchase confirmation email, however they do not allow you to customize that email, so you can't send your customer the Zoom meeting information that way. However, when you're setting up the button, you can specify a "Return" page that PayPal will redirect the customer to after a successful payment. On this Return page, you could put the Zoom ID link and password and other relevant details.

The issues with this method, in my opinion, are:

- So your customer registers for the demo and is redirected to the Return landing page - what do they do now? Print the page? Bookmark the page? Take a screenshot? Write down the Zoom meeting information on a Post-it note? These are all valid options to save the meeting information, but it requires your customer to do something additional. And then, on the day of the demo, they have to remember where they put the ID and password. On the other hand, an email with the ID and password will be in their Inbox, waiting for them when they need it.
- As I mentioned earlier, if you put the Zoom ID link and password on a page on your website, you should be sure that page is [blocked from search engines](#), because Zoombombers will often just use Google to search for exposed Zoom IDs and passwords.
- Using a shopping cart plugin allows you to easily export a list of everyone who purchased admission to your demo, including their email addresses. You could go into your PayPal account and [download a transaction report](#) - and that's fine - but it's a few more steps.

None of these issues are deal-breakers, but they should be kept in mind if you proceed with this method.

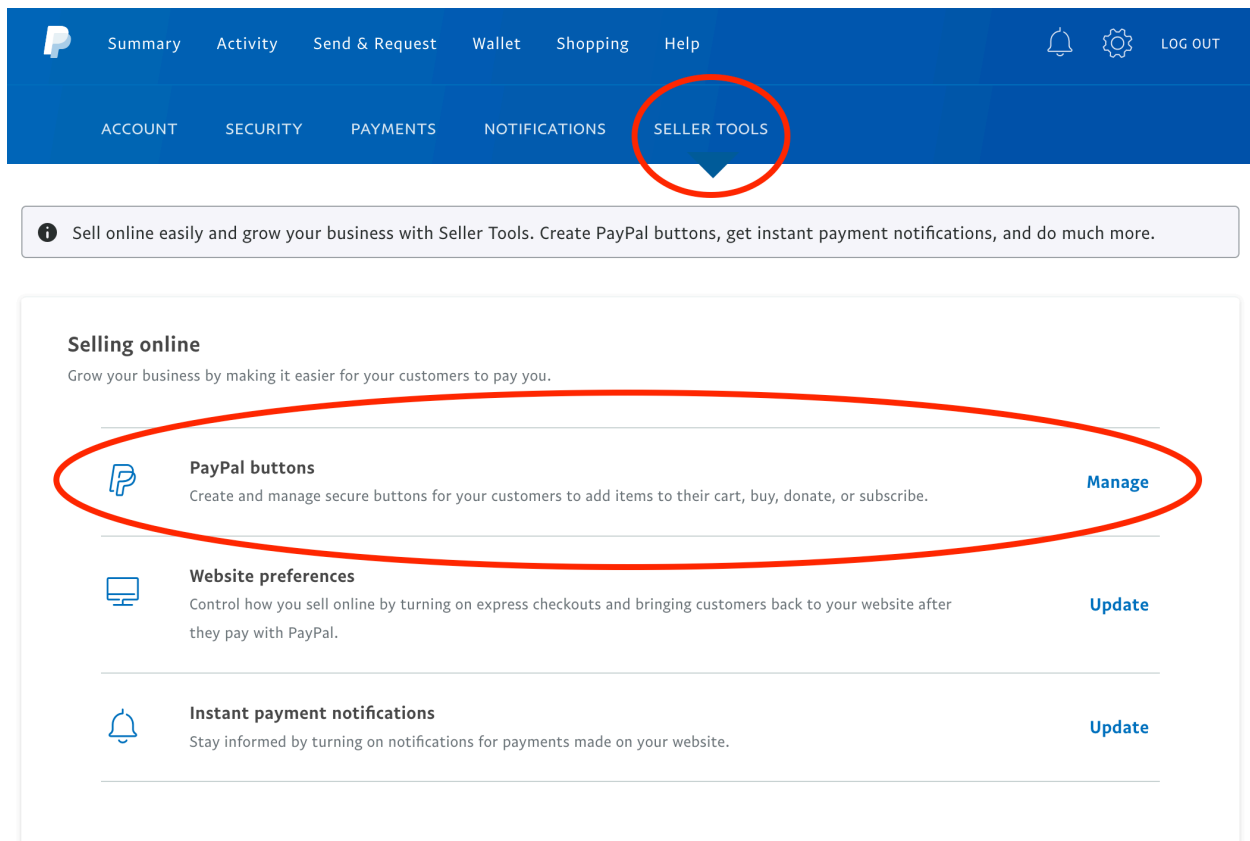
You could eliminate the first two issues above by **not** putting the Zoom credentials on your Return landing page. The page could just thank the customer for registering and tell them that they will be receiving an email with the Zoom ID and password. And then you could manually send out an email to everyone who registers. But of course, this is not an automated solution. For our Cindy Drozda demo, Cindy started the meeting an hour early so people could socialize and

confirm that their audio and video were working. So there I was, socializing prior to the demo, but I was also seeing notifications popping up on my iPhone: people were still registering and paying, minutes prior to the official start time! And I was confident that those late-comers were immediately receiving their confirmation email so they could join us, and there was nothing I needed to do.

Setting Up PayPal "Buy Now" Buttons

Ok, so now that I've described the potential pitfalls of this alternative method, I will briefly describe how to set it up.

Log into your Chapter's PayPal account, then click on the "gear" icon at the top right of the page to go into the account settings. On the settings page, you should see a tab that says "Seller Tools" - go there. Then, under "Selling Online", you'll see "PayPal Buttons" - click on "Manage" next to that. (see below)



On the next screen you will see a selection of seven types of PayPal buttons that you can add, with brief descriptions. (see below) For our purposes, either the "Buy Now" or "Add to Cart"

button will work nicely. I suggest starting with the Buy Now button, as it will provide all of the functionality we require for taking admission payments for a demonstration. As you will see below, it's easy to add multiple price points, such as for member versus non-member demo admission.

Also, notice there is the option for a "Donate" button. If your Chapter is organized as a 501(c)(3) nonprofit, such as ours is, you might want to consider adding a donation button to your website or newsletters.

Which button would you like to add?

Select the one you need and we'll guide you through an easy set up.

The image shows a selection screen for website buttons. It contains seven cards, each with a yellow button label at the top, a title, a description, and a note in parentheses. The 'Buy Now' and 'Add to Cart' cards are circled in red.

NEW FEATURES	NEW FEATURES		
Smart Buttons Smart Payment Buttons™ give customers the option to pay with PayPal, Venmo, PayPal Credit*, and major credit cards and debit cards on almost any device.	Sell on Social Sell items with ease on your social media accounts. Just tell us a few details about your item, upload a photo, and you're all set.	Buy Now Make it easy to buy one or more of a single item. (Includes inventory tracking and item description options.)	Add to Cart Sell multiple items with one payment button. (Includes a View Cart button.)
Donate Accept donations and contributions on your site.	Subscribe Set up recurring charges of the same amount for your goods and services. (Includes an Unsubscribe button.)	Automatic Billing Bill customers for goods and services that change in price monthly.	

Once you select the Buy Now button option, you will be presented with the first of three screens to select options for your button. (*see below*)

- For the "Item Name" text field, enter something descriptive, such as "Cindy Drozda Demo".
- If you're only charging one flat price for the demo, enter that in the "Price" field.
- Otherwise leave the price blank, and instead check the box for "Add drop-down menu with price/option".
- Upon checking that, you will see more text fields to fill out. Give the drop-down menu a name. I just put "Please Select One".

- Then enter the names for your options and prices. For this example, I entered "FSW Member", "Non-Member", and "Student", and entered the corresponding price for each.
- If you only want two menu options, e.g., Member and Non-Member, click on "Remove option" to remove the third one that's showing there.
- Click "Done" and then on the right you will see what your button will look like on a webpage or in an email. You can edit and make changes as needed.

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

Choose a button type

Buy Now

Which button should I choose?

Note: [Go to My saved buttons](#) to create a new button similar to an existing one.

Item name

Cindy Drozda Demo

Item ID (optional)

[What's this?](#)

Customize button

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

Name of drop-down menu (ex.: "Colors," "Sizes")

Please Select One:

Menu option name	Price	Currency
FSW Member	5	USD
Non-Member	10	USD
Student	7.50	USD

[Add another option](#)
[Remove option](#)

Done

Cancel

☐ Add drop-down menu [Example](#)
☐ Add text field [Example](#)

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

Your customer's view

Please Select One:

FSW Member \$5 USD

Buy Now

Shipping

Use specific amount:

USD

[Help](#)

Once you complete the options to configure your button in step one, go on to Step 2. In step two:

- The "Save button at PayPal" option will be checked by default, and I suggest you leave that as is.
- If you check the "Track inventory" and "Track profit and losses" options, you will be able to generate a sales report later. In other words, you should be able to print out a list of everyone who paid and how much they paid. Since we are selling admissions to an online demo, our "Quantity in stock" is essentially unlimited, and our "Cost" is zero. See below as an example. Again, this is entirely optional.

▼ Step 2: Track inventory, profit & loss (optional)

☒ **Save button at PayPal**

- Protect your buttons from fraudulent changes
- Automatically add buttons to "My Saved Buttons" in your PayPal profile
- Easily create similar buttons
- Edit your buttons with PayPal's tools

☒ **Track inventory**

Don't oversell items not in stock -- Get an email alert when inventory is low.

☒ **Track profit and losses**

View profit and loss report by product/service.

☐ **By item** - Cindy Drozda Demo

☒ **By option** (in drop-down menu)

	Item ID	Qty in stock	Alert qty. (optional) What's this?	Cost	
FSW Member	<input type="text" value="Drozda1"/>	<input type="text" value="1000"/>	<input type="text" value="1"/>	<input type="text" value="0"/>	USD
Non-Member	<input type="text" value="Drozda2"/>	<input type="text" value="1000"/>	<input type="text" value="1"/>	<input type="text" value="0"/>	USD
Student	<input type="text" value="Drozda3"/>	<input type="text" value="1000"/>	<input type="text" value="1"/>	<input type="text" value="0"/>	USD

Can customers buy an item when it is sold out?

☐ Yes, customers can buy the item as usual.

☒ No, don't let customers buy the item. [Preview](#)

Take customers to specific page when they click **Continue Shopping** button on "item sold out" page

Ex: <http://www.mybuynowstore.com>

► Step 3: Customize advanced features (optional)

Create Button

Ok, let's move onto Step 3 and have a look at those options:

- Since we're selling demo admissions, it's unlikely that a customer will need to change the order quantity, so I would select "No" for that one.
- If you select "Yes" for the next one, your customer will be able to add instructions or a message to you at the time of checkout.
- I suggest you check "No" for "Customer's shipping address". We don't need it, and people may balk at giving that information.
- For the next option, the "Cancel URL", just put the URL for your demo product page. So if someone changes their mind and cancels before completing check out, they will be redirected back to your product page.
- The final option, "Take customers to this URL when they finish check out", is the most important for our purposes. This is where you put the URL for the "Thank You / Confirmation" landing page that you created on your website which contains the Zoom ID link and password. *(See below)*

▶ Step 1: Choose a button type and enter your payment details
▶ Step 2: Track inventory, profit & loss (optional)
▼ Step 3: Customize advanced features (optional)

Customize checkout pages

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

Do you want to let your customer change order quantities?

☐ Yes
☒ No

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

☒ Yes
Name of message box (40-character limit)

☐ No

Do you need your customer's shipping address?

☐ Yes
☒ No

☒ Take customers to this URL when they cancel their checkout

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

☒ Take customers to this URL when they finish checkout

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

After filling out the options in Step 3, click on the orange "Create Button" link at the bottom of the page. PayPal now generates the code you need to copy/paste onto your website or into an email. (*see below*) This is the code you want to paste into the demonstration product page that you created. This is pretty straightforward, but there are instructions there to help you out.

My Account

Send Money

Request Money

Merchant Services

Overview

Add Money

Withdraw

History

Statements

Resolution Center

Profile

Add your button code to your webpage

You just created customized HTML code for your button. The final step is to copy the code from this page and paste it into your website editor.

Copy the button code:

1. Click **Select Code**.
2. Right-click and copy the selected code.

If you're working with a website developer, you can paste the button code into an email and send it to your developer now.

Paste the button code in your website editor:

The code must be pasted in the "code" view, where you can view and edit HTML.

1. In your website editor or admin page, open the page where you want to add your button.
2. Look for an option to view or edit HTML.
3. Find the section of the page where you want your button to appear.
4. Right-click and paste your button code into the HTML.
5. Save and publish the page. (The preview function in your editor may not display the button code correctly.)
6. Test the button to make sure it links to a PayPal payment page.

Need more help? [Click here](#) for additional information.

Website

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post" target="_top">
<input type="hidden" name="cmd" value="_s-xclick">
<input type="hidden" name="hosted_button_id" value="KKT4LHPPJ787S">
<table>
<tr><td><input type="hidden" name="on0" value="Please Select One:">Please Select One:</td></tr><tr><td><select name="os0">
  <option value="FSW Member">FSW Member $5.00 USD</option>
</select>
</td></tr>
</table>
</form>
```

Select CodeGo back to edit this button

Buyer's View

Please Select One:
FSW Member \$5.00 USD

Buy Now

After you get the code copy/pasted where you want it, save and publish the page, and then have a look to see that the button is displaying and functioning as expected. Next you'll want to do a test purchase to be sure everything is working and that - after the purchase - you are redirected to your "Thank You /Confirmation" page that contains the Zoom ID and password.

And that's it! On your "Thank You /Confirmation" page, I suggest you tell people to bookmark the page and/or write down the Zoom meeting ID and password. Also remind people that they shouldn't share or post this information online.

Finally, I strongly suggest you collect all the email addresses of people who register and - on the day before the demo - send them all a reminder email with the Zoom ID link and password and other pertinent details. I sent out a reminder on the morning of our demo - which was scheduled for 7 PM - and included links to handouts that Cindy had provided. You can view my reminder email [here](#) as an example. I used MailChimp to put it together, and it was quite detailed.

Conclusion

Hopefully one of the two solutions I've described here will work for you, and make it easier to sign people up for live interactive demonstrations for your Chapter or organization. Automating the registration and payment system should make it easier to expand your audience for such live events, and thereby help cover costs and make regular live events a sustainable proposition.

Similarly, these simple tools could allow Chapters to sell physical merchandise, collect member dues, or solicit donations on their websites.

Please note that PayPal's IPN service works with many other platforms - not just WordPress. So if you don't use WordPress for your website, it's still possible that you could use a PayPal "Buy Now" button combined with IPN to trigger an automated email response from another platform. *(I checked briefly to see if you could set up PayPal IPN integration with MailChimp, so that MailChimp would automatically send a confirmation email to customers. MailChimp previously offered this integration, but has discontinued it.)*

~~~~~

***Please feel free to share this document, for non-commercial use only, as long as it is only shared in its complete, unedited form, and the author's name and contact information remains intact. For other uses, you need to obtain permission.***

Joe Nestlerode  
[nestlerode@gmail.com](mailto:nestlerode@gmail.com)  
[www.joewoodturner.com](http://www.joewoodturner.com)

© 2020 J. Nestlerode  
Version 1.0