

Hey, hey, hey there, Don Wilson here and welcome back to day two of the 30 day challenge. Today we're going to be focusing on getting payment ready. Now if you haven't completed what we left off on day one make sure that you do that first. Every day throughout this challenge is going to build on the previous day. So, if you don't have the stuff done from before make sure and get that done first. Just to show you again what it is. You're going to buy your GearBubble Pro. That's what we use through all the trainings so make sure and buy GearBubble Pro. Pick a niche, or a brand, or a domain name, something to where you can buy a domain around it so we can start setting up your store. Okay. So, you could be Hot 2020 which is the actual brand that we're going to be using throughout some of the demonstrations in these videos. Then you've got to pick something.

Buy a domain from Namecheap. Namecheap is again what we use in all of these videos. We don't have any affiliation with Namecheap, it's just what we use. So, please pick up the domain from Namecheap. As soon as we go through the training with all that it's going to make sense. Register your business with IncFile. If you already have a business you don't need to do that, you probably do. Another optional step is setting up your Google Suite account. This will give you a branded Gmail domain like support@Hot2020.com. You can do that. We start with just a free Gmail account to start stores off. So, you can do that, that's optional.

Connect to your Namecheap domain with your GearBubble Pro store and do a DNS check. So, the biggest important things is make sure you have a business set up because it takes time to do that and then make sure you buy the domain and connect it with Google Pro so that we can give you what's called a secure SSL certificate. Confusing, you don't need to worry about it. We do it in the background but it takes 48 business hours or so for that to happen in the background. So, please make sure you do that now so that it's set up and running when you need it.

So, if you had those things done you can start with pay. Open your business banking account. So, we're going to give you just the basics of that. Opening your Stripe account, we're going to go through how to do that. Opening your PayPal business account and then connecting your Stripe and your PayPal to your GearBubble Pro account so that you can actually take payments on your store. Then we're going to go over the basics of your store settings. Then we're going to talk a little bit about categories, not too much.

So opening your business bank account, this is really simple. You just need to go to a bank near you. There's banks in pretty much any country and it's very simple and straight forward. You need to make sure that you have a company formed. That's why we told you to do that with IncFile before because your bank is going to need to actually have the EIN of your company. If your outside of the U.S. please take everything I say with a little bit of a grain of salt because I can't really advise anything in a country I've never started a bank account with. So, you might need to adjust this if you're outside the U.S. But you're going to need to get this bank count set up.

Just go to your local bank. We use Chase bank, or City bank, or a couple of other banks. And then just ask them, "We'd like to start up a checking account." Very simple. It may take a couple of days. Usually you can go in there, if you have your paperwork you can go in there and get it done the same day back out with the routing and account number. That's it.

I don't want to go over any more that you just have to talk to a local bank. Then once you have that done you're going to open a Stripe account. Go to Stripe.com and then click sign up. Then it's going to

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say create your Stripe account, email Hot2020shop@gmail.com, my name. I chose a password. I went through the captcha. And then after that you click create your startup account. It'll show up with how do you want to get started. And you know this may change because Stripe may change their dashboard, they do change it. Click skip for now and it'll take you to the main dashboard. So, once you're on the main dashboard then you know that okay your account's created.

Now you need to activate your account and you need to confirm your email. Go through their hoops in order to be able to actually collect payments. So, you're going to click that activate your Stripe account button that you see right here and then it's going to ask you for your business details. The same stuff that you would give IncFile or anywhere else. You're going to put your business address in there, your business phone number. If you don't have one just use your own. You can change it later. You're not going to get any phone calls other than maybe Stripe until you have sales which means you can change the business number later. So, if you have a business phone great, if you don't just put your cell phone number in there. That'll be totally fine.

After you go through all that stuff it'll say, you'll click a button in the bottom and it'll say, "Thanks for activating your account. You're ready to process payments." Then basically yeah you're ready to process payments through your Stripe account. Now, you're going into connect your Stripe account to your GearBubble Pro account. So, go inside of your GearBubble Pro account, click the Pro dashboard, click settings, then click payment, then click connect with Stripe. Then a new Stripe account, just click, add my account and it's done.

I'll give you a quick look at what I mean so you can see it yourself. We're going to click Pro dashboard. Once you logged in you're going to settings. I've already done this in this account. Then you're going to go to payment so it's going to look slightly different right here. And then, you're just going to click this button here and if you're logged in from Stripe still from just creating your Stripe account from the presentation I showed you before this will just come up with an account logged in. You'll go to Stripes and you'll click just this button, connect my account, then done. Then your Stripe account's done created.

So, the next thing I'm going to do is we're going to create a PayPal business account. So go to PayPal.com, click sign up, a button similar to sign up, and it'll say personal or business account, click business account. And if you're outside of the U.S. or somewhere that Stripe's not accepted you can run a PayPal only store. If you're outside of PayPal you can run a Stripe only store. So, just putting that out there. Open your PayPal account, you just put your business contact information, your first name, your last name, your business details, the phone number. Like I said, you can use your personal phone number if you don't have a business one yet. Business address, the same stuff that Stripe's going to ask for. Describe your business, I just put individual sole proprietorship, men's and women's clothing. What are your monthly sales? Website, Hot2020.com.

Then it'll say, it'll basically take you, you click continue and it'll take you into your PayPal account, into your dashboard and it'll say, "How do you want to start getting paid?" You're going to check that little box next to on your website because that's what we're doing. We're not taking any payments in person, or I mean you possibly could, but you're setting up a store so it's going to be on your website. So, you're going to click that box and then click the blue continue button that will pop up. And then it will say, "How do you want to process credit card payments on your site?" Process all payments is on the left with PayPal, you don't really want to do that. You want to mingle PayPal and Stripe together for the best

of both worlds. GearBubble Pro is great at that. So, if you're already processing card payments add PayPal as another way to get paid. So button on the right is where you want to click for continue.

Then it'll bring this up and it'll have some options. You don't really need to do anything with those options. You just need to connect your GearBubble pro account which I'll show you in a little bit and then it will do all this for you. It's just a couple clicks. So, before you do that you're going to see this little red button up here. You're going to click it. Then it's going to say there's important tasks you're going to need to do to finish your account. The first thing you're going to need to do is confirm your email. I don't know if it says it right here or not but you have to confirm your email or they're not going to let you take payments. So, confirm your email and then it'll bring you, when you click that notification. Back to this account setup page, account set up payment, just where you were. Click the account set up and it says, "You have confirmed your email." That's why I just showed it to you. It's the first thing that you're going to do, the step. I just do it first because I know it's coming.

And then if you want to link a debit card for instant transaction you can do so for instant transfers. I have not actually done that. I just link the bank account if I've already got it because you're going to need the bank account in there for PayPal to send you money. That's why we try to start it first. Then make your business name clear for your customers. This is like you click it and just make sure that it looks good for their credit card statements so that it doesn't look like some completely different company. So, it just needs to look like your brand that you're going to take your payments on. So, if my company is Hot2020 LLC I can just have it say Hot2020 LLC. But if I have it say random store or store that isn't like mine when people see it on their credit card statement they're going to dispute it. So just make sure whatever you put there matches your company, very simple, very, very simple stuff.

So, now it's time to connect your PayPal account to your GearBubble Pro. It's in the same spot as before. You click Pro dashboard, go over the settings, you click payment settings. You're met with this screen here. And this is what it will look like with Stripe and PayPal both. It'll have a bluish button instead of disconnect and it won't say connected. So, that's what Stripe will look like normally. But with PayPal you're just going to click connect with PayPal and then it's going to bring this up and it'll say, "Grant permission to GearBubble LLC to use the express checkout, issue a refund, create and manage your current payments, access your PayPal contact information, just click grant permission so that we can use PayPal on your store. Then boom, PayPal is done.

So, here's your action items. Open up a bank account, just go to your local bank somewhere, anywhere. Hopefully you already have a bank account with the business or the personal. And just go in and it won't take you long. Stripe account, make sure to get that set up. Just showed you how to do that today. PayPal account, make sure and get that set up, showed you had to do it today. So, here is part two of day two. Some of those pieces you might not be able to get done if you haven't got your bank accounts set up yet or you're waiting on an LLC or something to be formed. That step does take business days. So, if you're on day two and you're like, "Man, I don't have it my company formed or those things that I need from a bank account set up," lets at least get you something else going. So, day two has a part two as well.

So, store layout and settings mindset. Understand for your store layout you want a simple and minimalistic store. A lot of people when they get into e-commerce they want to get a huge store up, and they want to put all their products up there, and then just spend a week loading, and loading, and loading, and loading, and then you've got this giant store full of all kinds of stuff with nobody on there

buying anything. So, you don't want to do all that. You want to make sure that whatever you put in your store is done with purpose, it's done with intent to gain traffic and sales, and not just to stuff it full of stuff to make it look full.

So, you don't want anything unnecessary, no unnecessary banners, no sliders, later once you have a catalog full of selling products that you need to show through a banners and sliders that's something possible for later. But you can get to a hundred dollars a day or a million dollars a month either one with a simple one product store. So, please don't add it full of stuff. No unnecessary pages, we'll talk more about pages tomorrow. Don't fill it up with products, like I said, to make it look like it has a lot of stuff. Adding stuff that isn't proven to sell will simply give your customers more products to see that they're probably not going to buy. So more is not better. Less is actually significantly better. So, your store settings, let's walk through the options in GearBubble Pro. So you can see go dashboard, [inaudible 00:11:52]

So, you have the store name, the domain, the Favicon image, the logo, signature, email, lots of different features that you can put on it. You can manage your pages here. You manage your categories once you have products up here. You can put them in all kinds of different categories. Discounts, add or remove products to your store at will here's the settings that you can find. You can have a add to cart functionality. You can have sorting on the store, you can enable search functionality on the store, if you'd like to enable multiple currency options you can do that. So, yes, yes, yes. But like I said for now, no banners, no sliders. We just want our store to work as minimalistic as possible. Yes on here. This is fine. This is fine. And that's what we want for a set up. Yes on everything, no, no right here. Update.

Now, I don't want you to mess around with anything else right now. You just want to do simple store settings. You don't need to worry about tracking pixels, social previews, themes, none of this stuff. Way, way, way later we can talk about those different things. For now, stay in a very simple lane. Let's get the store up, let's get it running, let's get these payments working for you today. So for now, general settings. Okay, I'm going to show you again right here. This is what we have it set up for. Yes, yes, yes, yes, yes, no, no, yes, yes. Does that match? Yes, yes, yes, yes, yes, no, no, yes, yes. Okay, so that's the ideal set up. So for now, just set those up, for later we can do pages. Once you have products up you can add them to categories. You can set up tracking, part abandonment, advanced shipping, all kinds of different things, later you can do that. But for now, let's keep it simple and let's get these things set up so that you can be payment ready.

So action items, the important things that you have for today. Open a bank account. If you have a relationship with a bank already great. If you already have a bank account, hopefully it's business one, then you're already in business. Open a Stripe account, we went through the steps today. Open a business PayPal account, we went through the steps today on that as well. Connect all of your accounts to your GearBubble pro and set up all of your general store settings today that make them look like we show here. Yes, yes, yes, yes, yes, no, no, yes, yes. So, once you have those set up you'll be payment ready. You can technically go launch a product on your store, pay for it yourself, and that payment will go into your Stripe account or your PayPal account as long as your store is live and ready. So, once you get these action items done you will be payment ready on your store. So go ahead and start getting these done today. If not, have them done by tomorrow at the latest would be wonderful. Thanks for watching and I'll see you in tomorrow's video.