

# TUTORIAL:

## HOW TO SELL GIFT CERTIFICATES ONLINE, FOR IN STORE REDEMPTION



### STEP 1:

LOGIN TO YOUR PAYPAL BUSINESS ACCOUNT

### STEP 2:

NAVIGATE TO TOOLS THEN SELECT THE "PAYPAL BUTTONS" OPTION.

### STEP 3:

UPLOAD IMAGE AND ADD CONTENT AND PRICE TO CREATE YOUR GIFT CERTIFICATE ITEM(S)

[WE HAVE PROVIDED SOME SIMPLE GRAPHICS FOR YOU TO USE OR YOU CAN CREATE YOUR OWN BRANDED GRAPHICS! NEED HELP? LET US KNOW!](#)

### STEP 4:

SHARE!!

SHARE THE LINKS ACROSS YOUR SOCIAL MEDIA PLATFORMS

ADD BUTTON(S) TO YOUR WEBSITE

SEND OUT AN EMAIL WITH LINKS TO EACH ITEM

PLEASE, WATCH OUR  
ONLINE TUTORIAL WHICH  
ILLUSTRATES THE HOW TO  
OF EACH STEP DETAILED  
HERE.

### STEP 5:

ORDER FULFILLMENT!

[WE HAVE INCLUDED AN EDITABLE GIFT CERTIFICATE TEMPLATE FOR YOU TO RECORD AND TRACK ONLINE GC SALES.](#)

WHEN YOU RECEIVE AN EMAIL FOR A GC SALE (YAY!!!) RECORD THE INFORMATION IN YOUR TEMPLATE AND ASSIGN A UNIQUE GC# FOR THAT PARTICULAR CERTIFICATE.

OPEN TEMPLATE AND EDIT PDF. PERSONALIZE WITH NAMES, AMOUNT AND DON'T FORGET TO ADD THAT CUSTOM GC#!!!

3. SAVE THIS PDF AS THE NEW GC# AND SEND VIA EMAIL TO YOUR RECIPIENT USING THE EMAIL ADDRESS FROM PAYPAL.

### STEP 6:

REDEMPTION!

WHEN THE LUCKY RECIPIENT COMES TO SHOP, RECORD THEIR PURCHASE IN YOUR SPREADSHEET. NOTE THE GC# AND FILE AS REDEEMED!

### STEP 7:

CELEBRATE!!!

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