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# Create Payment Links

Quickly accept payments for goods, services, subscriptions, tips, or donations.

**Payment Links** are a simple way for customers to pay you when you sell online. Create one link that you can share with everyone.

## Create a payment link

Before you begin, decide what pricing model works best for you:

**Products or subscriptions:** Best for e-commerce or SaaS where you're selling products for a fixed price.

**Customers choose what to pay:** Best for donations, tipping, or pay-what-you-want. This pricing model currently doesn't support recurring payments or recurring donations. Learn more about the requirements for [accepting tips or donations](#).

Products or subscriptions

Customers choose what to pay

To let your customers choose what to pay, create a payment link by completing the following steps:

- 1 In the Dashboard, open the [Payment Links](#) page and click **New** (or click the plus sign (+) and select **Payment link**).
- 2 Fill out the payment details.
- 3 (Optional) Set a preset amount.
- 4 (Optional) Set minimum and maximum payment amounts. By default, the maximum payment amount is 10,000.00 USD. [Contact support](#) to increase this limit.
- 5 Click **Create link**.

## Payment Links on mobile

If you're creating a product or subscription, use the [Stripe Dashboard iOS app](#) to create a payment link on your mobile device. In the app, go to **Payments > Payment Links** to create a payment link (or click the create icon (+) and select **Payment link**). The iOS app doesn't currently support creating links where your customers choose how much to pay.

## Share payment links

Use the Dashboard to copy your payment link, and share it online. Click the copy icon next to an existing link on the [Payment Links](#) page, or go to the payment link's details page. You can share your payment link multiple times and anywhere online, including:

- Emails

- Text messages

- Social media platforms

## Generate a QR code

You can create a QR code for a payment link in the Dashboard. Choose an existing link from the [Payment Links](#) page, or [create a new link](#) and then click **QR code**. Copy or download a PNG image of the QR code.

The QR code doesn't expire. If you deactivate the underlying payment link, the QR code redirects to an expiration page.

## Embed a button on your site

Turn your payment link into an embeddable buy button to sell a product or subscription from your website. Select an existing link from the [Payment Links](#) page or create a new link and then click **Buy button**. Copy the code and paste it into your website. To learn more on how to embed and customize a button, see [Create a buy button](#).

## Deactivate a link

You can use the Dashboard to deactivate a payment link. Click the overflow menu (\*\*\*) to the right of the desired payment link, and then **Deactivate**. After you deactivate a link, customers are no longer able to make a purchase using it. You can choose to reactivate the payment link at any time. You can also use the [API](#) to deactivate a payment link.

## Configure payment methods

With [Dynamic payment methods](#), Stripe displays the most relevant and compatible payment methods to your customers, including Apple Pay and Google Pay. Stripe enables certain payment methods for you by default. We might also enable additional payment methods after notifying you. Use the [Dashboard](#) to enable or disable payment methods at any time. Learn more about [supported payment methods](#) and [different types of payment methods](#).

You can review what payment methods your customers see in the [Dashboard](#) by entering a transaction ID or setting an order amount and currency.