

Accept bitcoin to decline credit card fees.

When a credit card takes 3% ask if they earned it.

Profit margins for small businesses often fall somewhere around 6%. Credit card fees can consume half or more of that. All for a swipe, dip, or tap. Is that fair?

Imagine not having to give 3% of your earnings to a third-party payment processor just to do business. What you're imagining is cash. But who still carries cash? Or who accepts it?

Bitcoin is money that lets you keep more of your money.

Credit card companies want you to believe that a cashless economy means card-only. Why? Because they can't collect fees from cash.

Bitcoin is digital cash. With it, there are no chargebacks, no gatekeepers, and most importantly, no 3% fees.

Learn more at
bitcoinmerchants.org





The Merchant Onboarding Playbook: Bringing Bitcoin Payments to Local Businesses

You made bitcoin what it is, now let's make it what it could be: spendable at the register. This kit helps passionate bitcoiners like you encourage local merchants to accept bitcoin.

1. Print it out and prepare

The leave-behind is, as the name suggests, meant to be printed out and left behind. It's a simple thing, but so is your argument: accept bitcoin to decline credit card fees.

2. Get going

Choose a favorite local business that doesn't yet accept bitcoin. That's who you'll be speaking to. Go in when the owner can spare a few minutes.

3. Introduce yourself

But keep it real. Let the business owner or decision-maker know that you're a loyal customer who wants to pay with bitcoin, which benefits them first and foremost.

4. Stick to bitcoin's practical benefits

Tell a simple story: accepting bitcoin lets businesses decline credit card fees (this is the big one), gain near-instant access to funds, and eliminate chargebacks.

While it's tempting to talk about scarcity and immutability, merchants respond best to what's good for their bottom line, like getting rid of 3% credit card fees.

5. Hand over the leave-behind

This is what it's for, after all. You can fold it up, but it makes more of an impression when its message isn't obscured and therefore can't be missed.

6. Point them in the right direction

Square user? A few taps and they're up. And they can auto-convert bitcoin into dollars, avoiding volatility but still letting them accept payments without 3% fees.

Not a Square user? Ask them to visit the Bitcoin Merchant Community's website, where they can check out other bitcoin-friendly point-of-sale solutions.

7. Join a like-minded community

Let them know they'd be far from alone. Mention the Bitcoin Merchant Community's Facebook Group, where they can learn from others who've flipped the switch.

8. Owner not around?

Give the leave-behind to an employee and ask that it be handed to them or left on the owner's desk. It should speak for itself. Hopefully.

9. Follow-up and activation

Collect their contact info and send a brief thank you—or offer to help, if you can. If they enable bitcoin payments, return and become their first bitcoin customer.

