

Collect Payments Globally



"If you can't collect payments, you don't have a business — you only have a hobby."

This module will make sure your store can receive money **from anywhere in the world** safely and professionally.



Learning Goal

By the end of this module, you'll know how to:


- Set up **Stripe** (best for global online businesses)
 - Set up **PayPal** (best for customer trust)
 - Connect these gateways to your store (Gumroad, Stan.store, Shopify, etc.)
 - Secure your payments and avoid scams
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Step 1: Stripe Setup

Stripe is the **#1 payment gateway** for digital creators and businesses. It accepts **credit/debit cards, Apple Pay, Google Pay, and local currencies** in 100+ countries.

♦ How to Set Up Stripe

1. Go to  stripe.com
2. Click **"Start Now"** → Enter your name, email, and password.
3. **Business details** → Choose "Individual/Sole Proprietor" if you don't have a registered company.
4. **Link your bank account** → Stripe will deposit money directly there.
 - Example: If you're in India, link your local INR bank account. Stripe will auto-convert USD → INR.
5. **Verify your identity** → Upload ID proof (passport, Aadhaar, driving license, etc.).
6. **Activate payments** → Once approved, you can start receiving money worldwide.

♦ Connect Stripe to Your Store

- **Gumroad** → Go to *Settings* → *Payouts* → *Connect Stripe*.
- **Stan.store** → Go to *Dashboard* → *Settings* → *Payments* → *Stripe*.
- **Shopify** → Stripe is built-in; just activate it.

♦ Test Your First Payment

- Use Stripe's "**test mode**" → Try buying your own product with a test card.
- Once you confirm the order goes through, switch to "live mode."

⚡ *Why Stripe?* → Seamless global payments, automatic currency conversion, lower fees than PayPal.

Step 2: PayPal Setup

PayPal is the most **trusted** payment option for buyers worldwide. Some customers will **only buy** if they see the PayPal button.

♦ How to Set Up PayPal

1. Go to 🖱️ paypal.com/business
2. Click "Sign Up" → **Choose Business Account**
3. **Add your email address** (this will be your PayPal ID).
4. **Fill in your details** → Name, address, and phone.
5. **Link your bank account** → PayPal will send two small deposits for verification.
6. **Verify identity** → Upload your ID and PAN (if in India).
7. **Ready to receive payments** → You can now accept money worldwide.

♦ Connect PayPal to Your Store

- **Gumroad** → Go to *Settings* → *Payouts* → *PayPal*.
- **Stan.store** → Add your PayPal email in *Settings* → *Payments*.
- **Shopify/WooCommerce** → PayPal is available by default.

⚡ *Why PayPal?* → Buyers trust it, especially in the USA & Europe. Perfect for beginners.

Step 3: Secure Payments

Now that you can collect money, you must also **protect your business**.

♦ Security Checklist

- ✓ Add a **Refund Policy** → Example: "7-day refund if product not delivered."
- ✓ Use only **trusted gateways** (Stripe + PayPal). Never use shady third parties.
- ✓ Never share **bank details or passwords** with buyers.
- ✓ Enable **2FA (Two-Factor Authentication)** for PayPal & Stripe.

⚠️ *Warning:* Many scammers may email pretending to be Stripe/PayPal. Always log in from the **official website only**.



Student Task

- 👉 Set up **Stripe OR PayPal** (bonus points if you do both).
 - 👉 Connect it to your store (Gumroad, Stan.store, Shopify, etc.).
 - 👉 Test your first payment (even if it's just \$1 from yourself or a friend).
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Checklist

- ☐ I set up **Stripe** or **PayPal**
 - ☐ I linked it to my store
 - ☐ I tested a payment successfully
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Pro Tips

- **Stripe** → Best if you want to **scale globally** (low fees, smooth checkout, auto currency conversion).
 - **PayPal** → Best if you want to **win trust** (customers already have PayPal accounts, especially in the US).
 - **Smart Creators Use Both** → Give your customers options → More trust = More sales.
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Action Now: Don't wait until you get your first customer. Set up your payment gateways today. If payments fail, customers will NEVER come back.