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How to Sell Services Online Using WordPress

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Do you want to start selling your services directly on your WordPress website? Do you want to automate the process of invoicing your customers?

If you are selling a service, you know how time-consuming it can be to manage orders and send invoices. Selling your services on your website automates the entire process and saves you hours.

In this article, I'll show you the easiest way to start selling your direct services on your website.

Meaning of a Services

A service is *“The action of helping or doing work for someone”*. It is work you provide manually for a person or organization.

Selling services differs from selling products because you provide them directly to each customer. This may be face-to-face in person or online.

The critical point is that you (or your employees/contractors) will be personally involved in providing services. In other words, you'll be a service provider. A service cannot be fully automated because if this happens, it becomes a product instead.

Why Charge for Services on Your Site?

Charging for services or products on your website has numerous benefits that can promote cash flow, increase revenue, and make your business more efficient.

Selling services on your WordPress site can be beneficial because:

- **It removes manual invoice processes.** Only around [63 per cent of invoices](#) are paid within 30 days. That means businesses must spend time chasing down payments — on top of the time spent managing invoice processes, to begin with. When you sell services online, you get the payment immediately through the methods you set up.
- **It lets you sell services 24/7.** When people can buy right from your website, the cash-flow machine works — even when you don't. That means you can sell services at night or on the weekends, without a single person in your office.
- **It makes it easy to sell recurring services.** For example, you can set up options for [subscription-based](#) services like maintenance plans.
- **It streamlines payment handling.** People can pay with their preferred methods online, but the money is deposited into your account automatically.
- **It's a familiar and convenient option for most customers.** Many people have recently made purchases online with these systems so that the process will feel friendly and safe.
- **It lets you capture valuable customer information.** When people purchase via your website, you can capture [useful customer information](#) while making the payment. That can include an email address that lets you market future services to them.

The Easiest Way To Sell Your Services Online

If you look at the WordPress plugin directory, you'll see thousands of plugins that allow you to sell your products and services on your WordPress website. But most of them come with a steep learning curve and require moderate technical knowledge.

This is why we made [ProfilePress](#), the easiest way to sell products and services on your WordPress website. It is an all-in-one plugin for [building membership websites](#).

In this article, I'll show you how you can use it to sell your services. I'll guide you every step of the way.

But first, you need to [download and install it](#). Once you've installed it, continue below.
(or continue reading without installing ProfilePress to see how easy it is.)

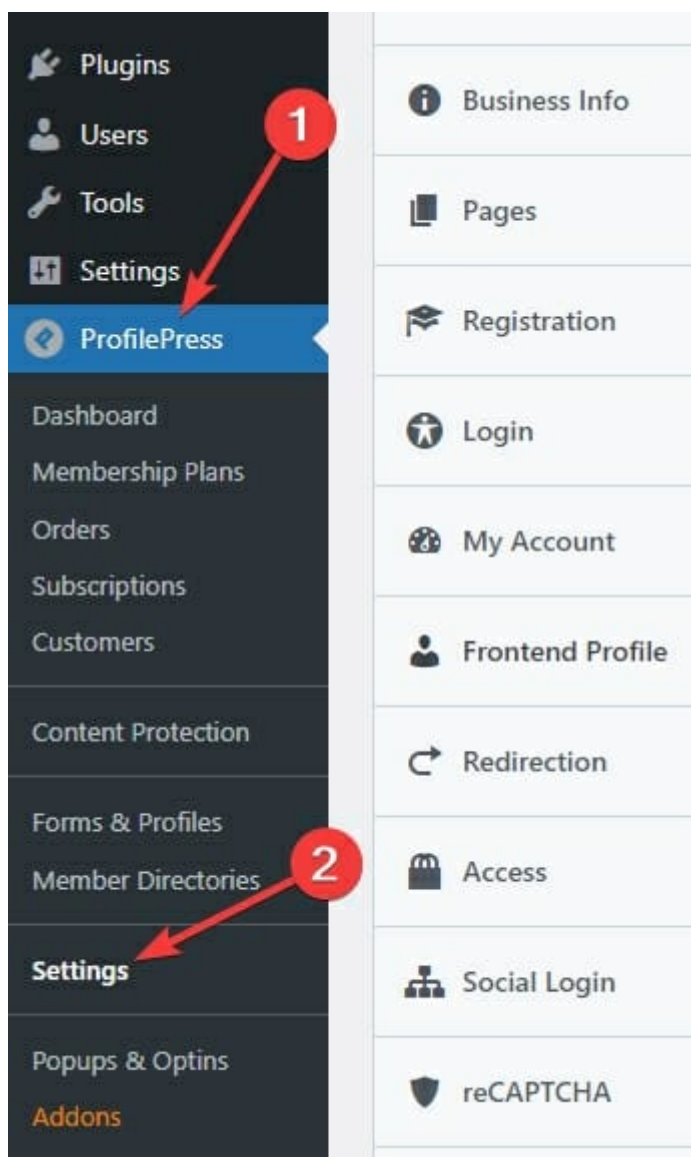
How To Set Up Stripe As a Payment Method

Stripe is one of the supported payment methods in ProfilePress that you can use to [accept payment and sell subscriptions](#). Once you've installed ProfilePress, you'll need to set up a payment method to start taking payments.

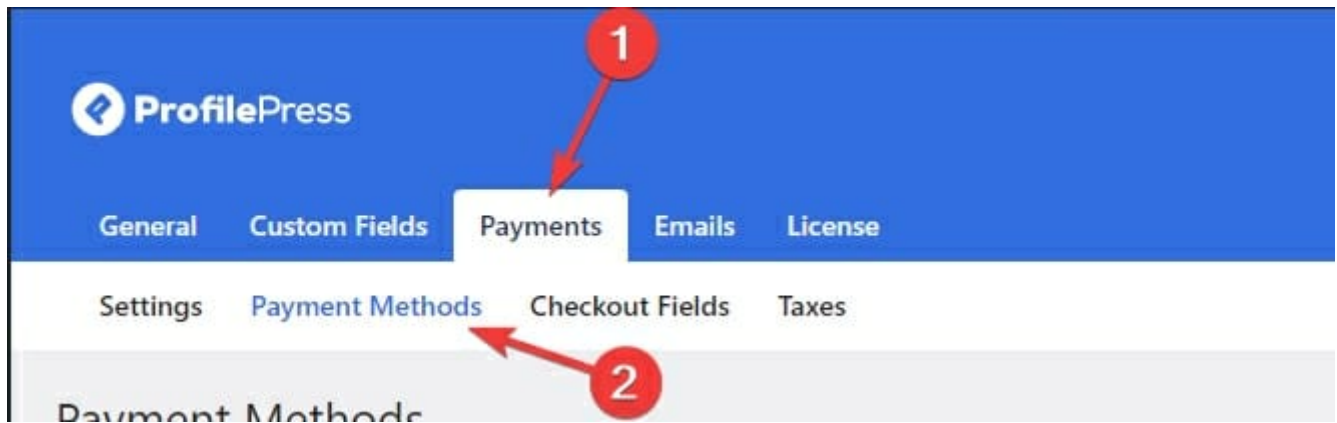
ProfilePress supports the following payment gateways: [Stripe](#), [PayPal](#), [Razorpay](#), [Paystack](#), [Direct Bank Transfer](#), [Mollie](#).

Read the section below if you want to use PayPal for payments.

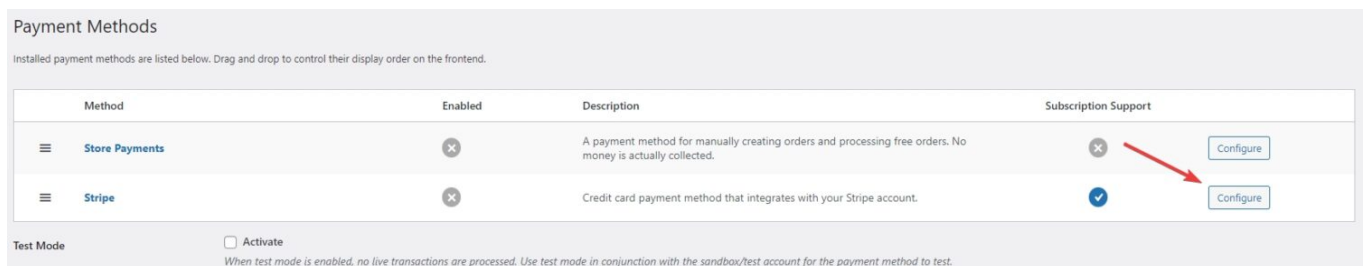
Log into your WordPress website's dashboard. Then, navigate to the settings section of ProfilePress from the Sidebar:



Now, click the Payments tab on the top, and open the Payment Methods sub-tab:

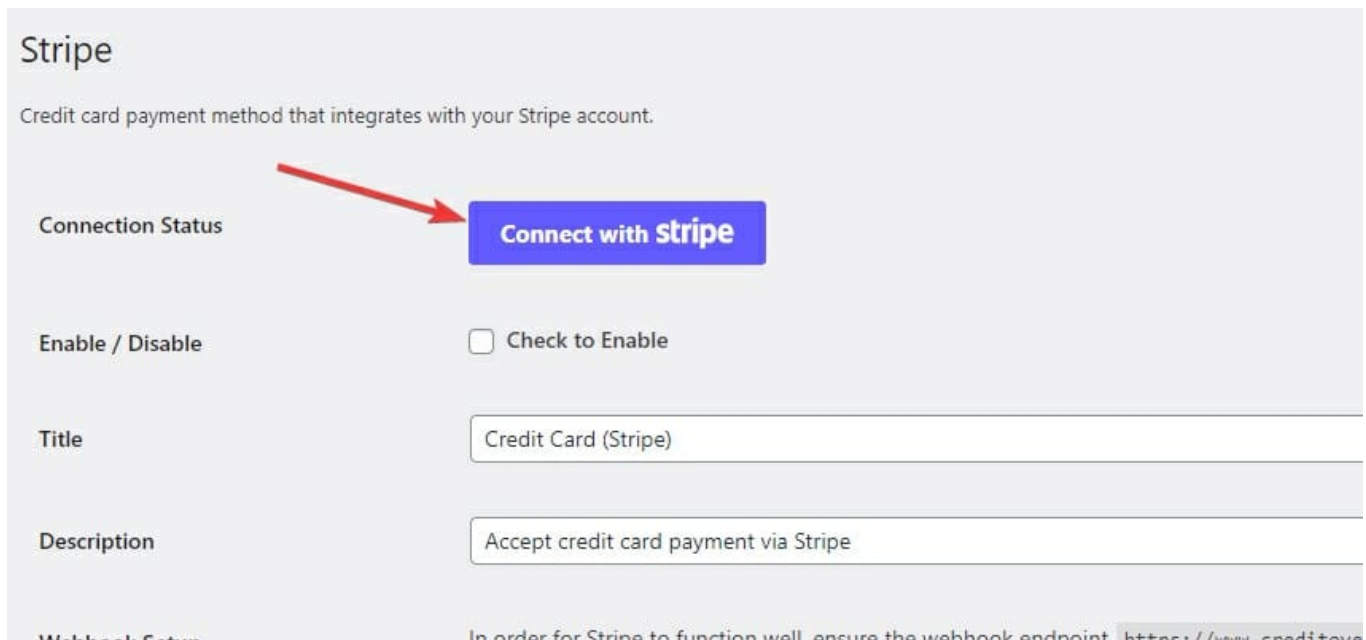


Click the Configure button next to Stripe:

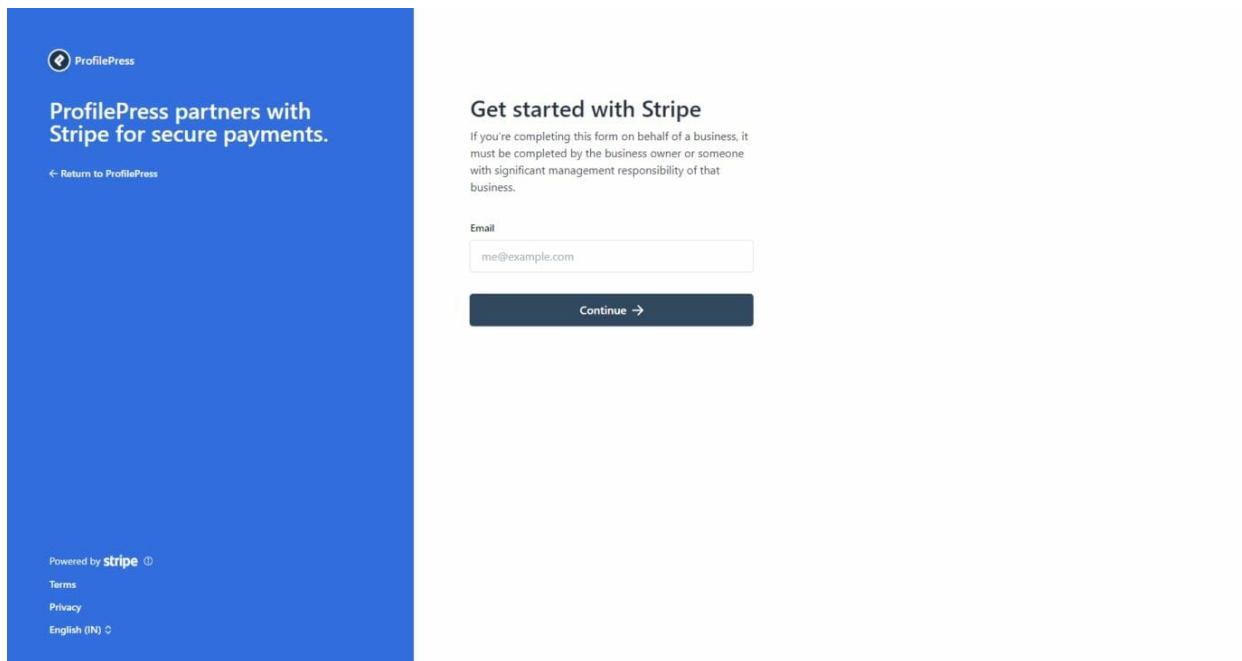


You'll now see the configuration screen for Stripe.

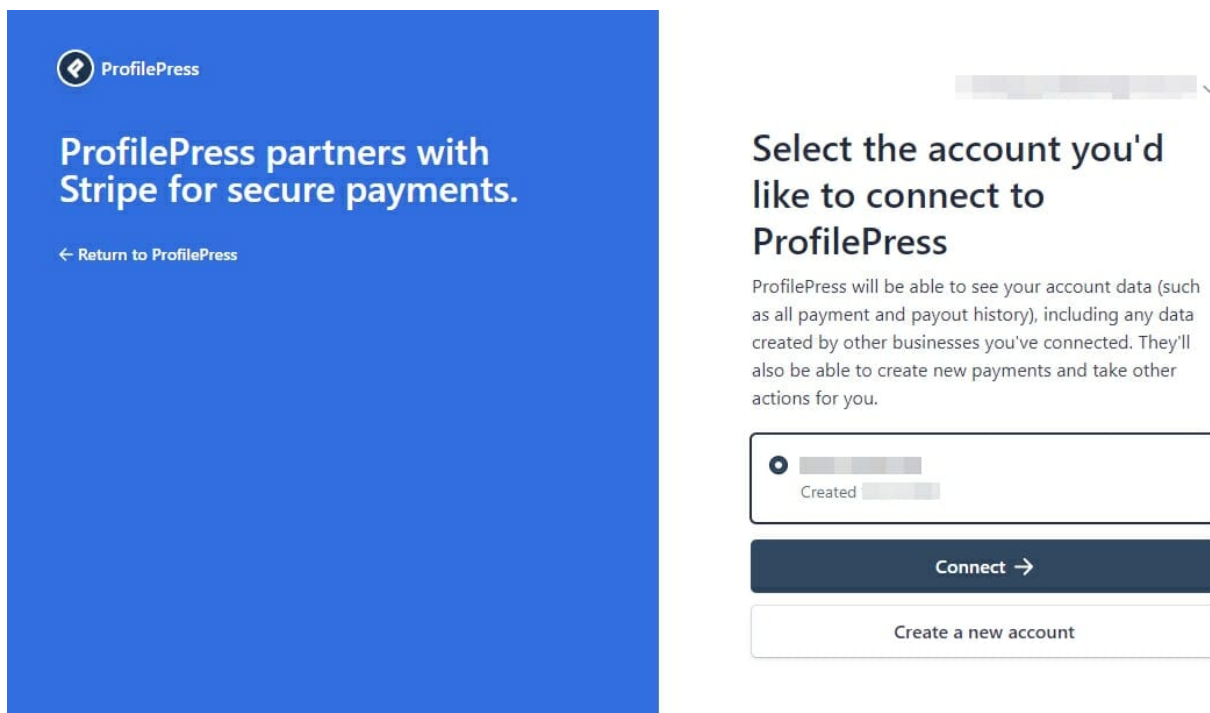
Click the Connect Stripe button to connect your Stripe account:



Next, log into the Stripe account you want to use:



Select the Stripe account that you wish to use and click the Connect button:



Your Stripe account is now connected to your website.

You should be redirected back to the ProfilePress configuration screen when you click the Connect button:

Your Stripe account is connected in live mode. [Disconnect this account.](#)

1 → Enable / Disable ☐ Check to Enable

Title

Description

Live Webhook Secret

2 → Retrieve your **live mode** "Signing secret" from your [Stripe webhook settings](#). Select the endpoint then click "Reveal".

Statement Descriptor

The text that appears on your customer's bank or credit card statements. Choose something they will recognise to help prevent fraud. Use single quote ' , or double quote " .

Payment Collection Method

Select how payment information will be collected. Could be right on your site with Stripe card fields or off-site through Stripe.js.

Remove Billing Address ☐ Check to remove billing address fields from the checkout page.
If you do not want the billing address fields displayed on the checkout page, use this setting to remove it.

Restrict Stripe Assets ☐ Only load Stripe.com hosted assets on pages that specifically utilize Stripe functionality.
Stripe advises that their Javascript library be loaded on every page to take advantage of their advanced fraud detection rules. [Learn more](#)

3 →

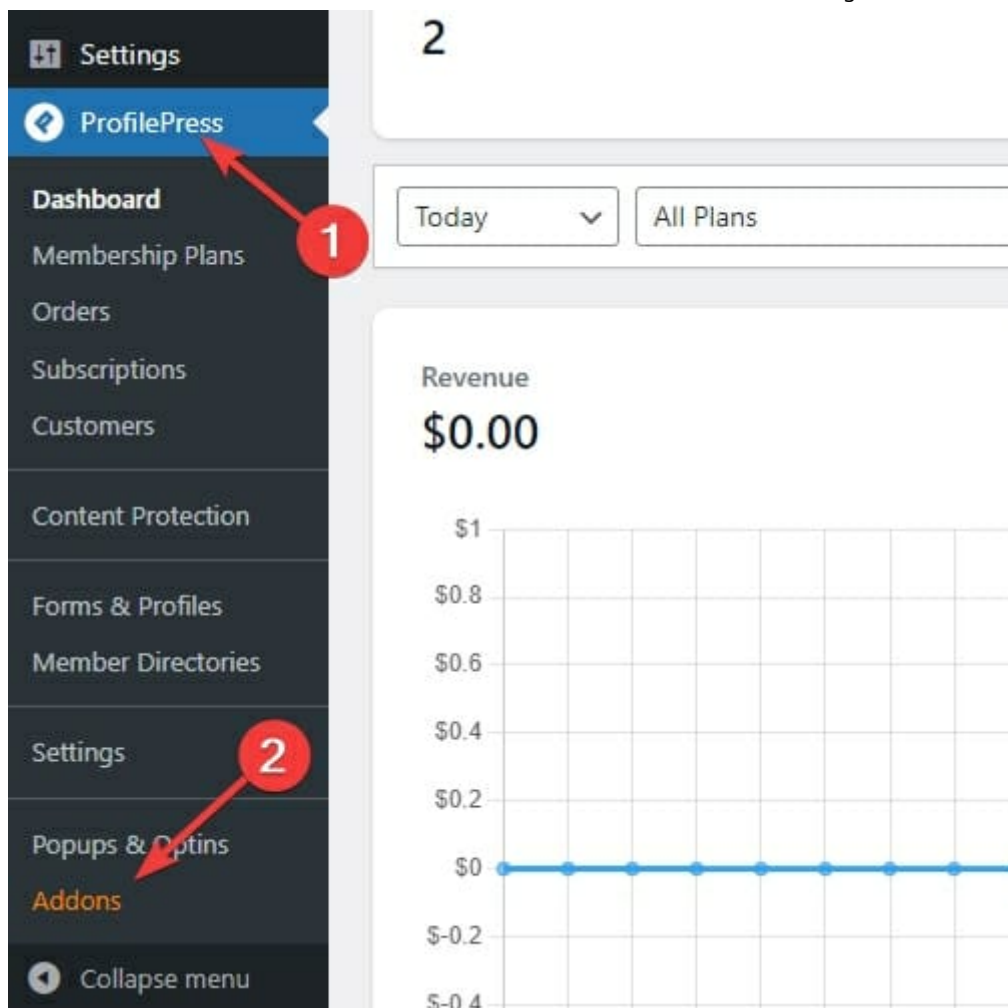
All you need to do now is enable this payment method, choose a Statement Descriptor, and click the Save Changes button.

That's it! Your website is now ready to start accepting payments with Stripe.

How To Set Up PayPal As a Payment Method

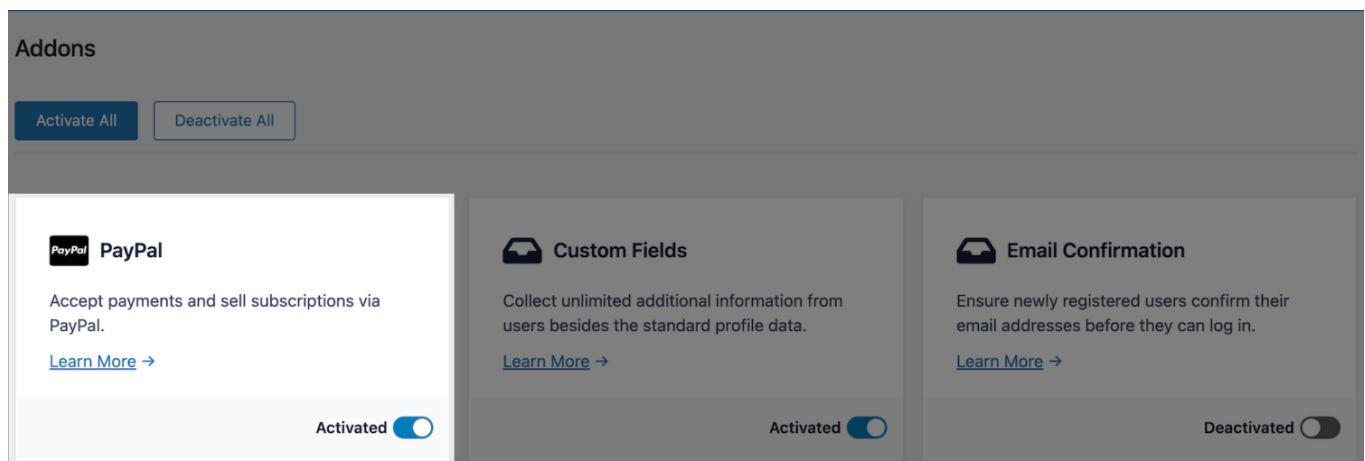
To start accepting payments using PayPal on your website, you'll need to enable the PayPal addon that comes with ProfilePress.

Navigate to the addons section of ProfilePress:



The screenshot shows the ProfilePress dashboard. In the left sidebar, the 'ProfilePress' menu item is highlighted with a red circle and arrow labeled '1'. Below it, the 'Settings' menu item is also highlighted with a red circle and arrow labeled '2'. The main content area displays a 'Revenue' section with a value of '\$0.00' and a line graph showing revenue over time.

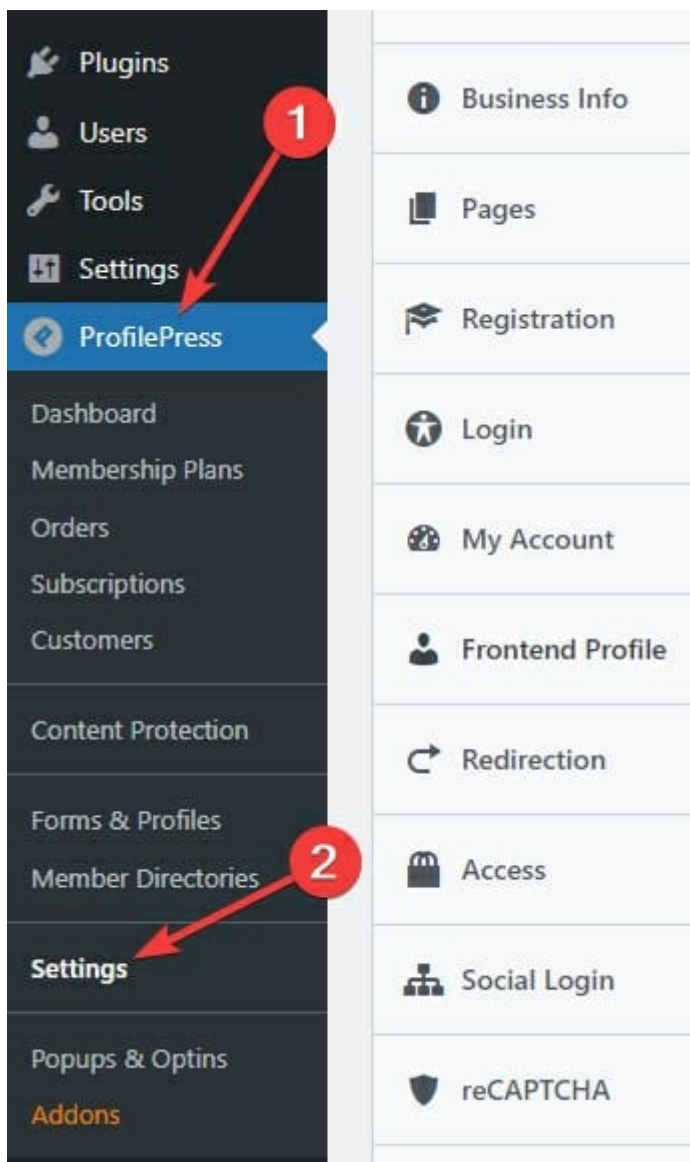
Click the radio button under the PayPal addon to enable it:



The screenshot shows the 'Addons' page in ProfilePress. At the top, there are 'Activate All' and 'Deactivate All' buttons. Below, there are three addon cards: 'PayPal', 'Custom Fields', and 'Email Confirmation'. The 'PayPal' card is highlighted and shows 'Activated' with a toggle switch. The 'Custom Fields' and 'Email Confirmation' cards show 'Deactivated' with toggle switches.

Now you'll need to connect your PayPal account.










First, navigate to the Settings page under ProfilePress:



Now, navigate to the Payment Methods sub-tab under the Payments tab:



Finally, click the Configure button next to PayPal:

Payment Methods			
Installed payment methods are listed below. Drag and drop to control their display order on the frontend.			
Method	Enabled	Description	Subscription Support
 Store Payments		A payment method for manually creating orders and processing free orders. No money is actually collected.	 Configure
 Stripe		Credit card payment method that integrates with your Stripe account.	 Configure
 PayPal		Accept payments via PayPal.	 Configure

This will take you to the configuration page for PayPal:

PayPal

Accept payments via PayPal.

Enable / Disable

☐ Check to Enable

Title

PayPal

Description

Pay via PayPal

Client ID

Secret

Webhook Setup

In order for PayPal to function well, ensure the webhook endpoint <https://www.creditoverflow.com/?ppress-listener=paypal> [documentation](#)

Webhook ID

Other Payment Method

☐ Check to enable
Enable to ensure that PayPal offers additional payment methods it considers appropriate for your customer.


Remove Billing Address

☐ Check to remove billing address fields from the checkout page.
If you do not want the billing address fields displayed on the checkout page, use this setting to remove it.

[Save Changes](#)

To get your Client ID and Secret, you'll first need to log into the [PayPal developer site](#):

Business Dashboard Help



Docs APIs & SDKs Tools Su

PayPal Developer

Build a payment solution that's right for you with PayPal for Developers

Whether you're building an online, mobile or in-person payment solution, create a PayPal Developer account and find the resources you need to test & go live.

[Get API Credentials](#)

When you are logged into the developer site, click the Live tab button:



REST API apps

Get started by clicking **Create App**. [PayPal Commerce Platform for Business](#) users can get started using the **Default Application** credentials to test PayPal REST APIs in our sandbox.

You'll now be able to create a new app:

My apps & credentials



REST API apps

Create an app to receive REST API credentials for testing and live transactions.

App name

Actions

Create your first app to view it here.

Create App

Note: Features available for live transactions are listed in your [account eligibility](#).

Enter a name for this app:

Create New App

Before you create your new app, let us know what kind of solution you're looking for.

Application Details

App Name

As a reminder, all apps created under your account should be related to your business and the type of business it conducts.

By clicking the button below, you agree to [PayPal Developer Agreement](#) (US accounts only).

Create App

You can use your website's name if you want.

When you click the Create App button, it will take you to your new app's dashboard:

My ProfilePress App

App display name: My ProfilePress App 

LIVE API CREDENTIALS

PayPal account:

Client ID:

AXEjpsHlER7evXR6fsj-BSQHpl32WDLdcTDQyhAF5f-V8y8euu0VJEYbP9g1BBL_2zlt71QThInZy6-O

Secret:

Show

Click the show link under Secret to make it visible.

Now, copy both the Client ID and Secret.

Then, paste them into the ProfilePress configuration screen from before:

PayPal

Accept payments via PayPal.

Enable / Disable

☐ Check to Enable

Title

PayPal

Description

Pay via PayPal

Client ID

AXEjpsHIER7evXR6fsj-B5QHpl32WDLdcTDQyhAF5f-V8y8euu0VJEYbP9g1BBL_2zlt71QThnZy6-O

Secret

.....

Webhook Setup

In order for PayPal to function well, ensure the webhook endpoint <https://www.creditoverflow.com/?ppress-listener=paypal> [documentation](#)

Webhook ID

Other Payment Method

☐ Check to enable

Enable to ensure that PayPal offers additional payment methods it considers appropriate for your customer.

Remove Billing Address

☐ Check to remove billing address fields from the checkout page.

If you do not want the billing address fields displayed on the checkout page, use this setting to remove it.

Save Changes

Now, copy the Webhook URL that you see on this screen:

Accept payments via PayPal.

Enable / Disable

☐ Check to Enable

Title

PayPal

Description

Pay via PayPal

Client ID

AXEjpsHIER7evXR6fsj-B5QHpl32WDLdcTDQyhAF5f-V8y8euu0VJEYbP9g1BBL_2zlt71QThnZy6-O

Secret

.....

Webhook Setup

In order for PayPal to function well, ensure the webhook endpoint <https://www.creditoverflow.com/?ppress-listener=paypal> is added to the list of webhooks in your PayPal [documentation](#)

Webhook ID


You'll need this URL in a second.

Go back to your new PayPal app's dashboard on the PayPal developer site.

Scroll down a little, and you'll see a section for Webhooks. Click the Add Webhook button.


Now, enter the URL you copied into the Webhook field:

LIVE WEBHOOKS

 **Important:** Make sure that you entered the correct URL to receive webhooks when events occur in your account. You must keep the URL up-to-date and are responsible for the safety and security of the data that you transmit through webhooks.

1 Webhook URL

2 Event types

☒ All events 

☒ Billing plan activated

☒ Billing plan created


Next, click the All events checkbox, and then scroll down to click the Save button:

☒ Vault credit-card updated

☒ Vault payment-token created

☒ Vault payment-token deleted

☒ Vault payment-token deletion-initiated





You'll now see a Webhook ID:

LIVE WEBHOOKS

Webhook added successfully

Configure webhooks to notify your app when certain events occur. To configure a webhook, define your webhook listener URL and a list of events for which to listen. You can configure up to ten webhooks. Each webhook can subscribe to either specific events or all events. To learn more about webhooks, see [webhooks notifications](#).

Webhook	Webhook ID	Events tracked	
https://www.creditoverflow.com/?ppress-listener=paypal	2DU084683S5774340	* All Events	 

Add Webhook

Copy it and paste it into the ProfilePress configuration page:

PayPal
Accept payments via PayPal.

Enable / Disable

☐ Check to Enable

Title

PayPal

Description

Pay via PayPal

Client ID

AXEjpsHIER7evXR6fsj-BSQHpl32WDLdcTDQyhAF5f-V8y8euu0VJEybP9g1BBL_2zlt71QThlnZy6-O

Secret

.....

Webhook Setup

In order for PayPal to function well, ensure the webhook endpoint <https://www.creditoverflow.com/?ppress-listener=paypal> [documentation](#)

Webhook ID

2DU084683S5774340

Other Payment Method

☐ Check to enable
Enable to ensure that PayPal offers additional payment methods it considers appropriate for your customer.

Remove Billing Address

☐ Check to remove billing address fields from the checkout page.
If you do not want the billing address fields displayed on the checkout page, use this setting to remove it.

Save Changes

Now, go back to the settings page of your new app on the PayPal developer site. Scroll down a little until you see a section called Live App Settings.

Check all of the top four options:

LIVE APP SETTINGS

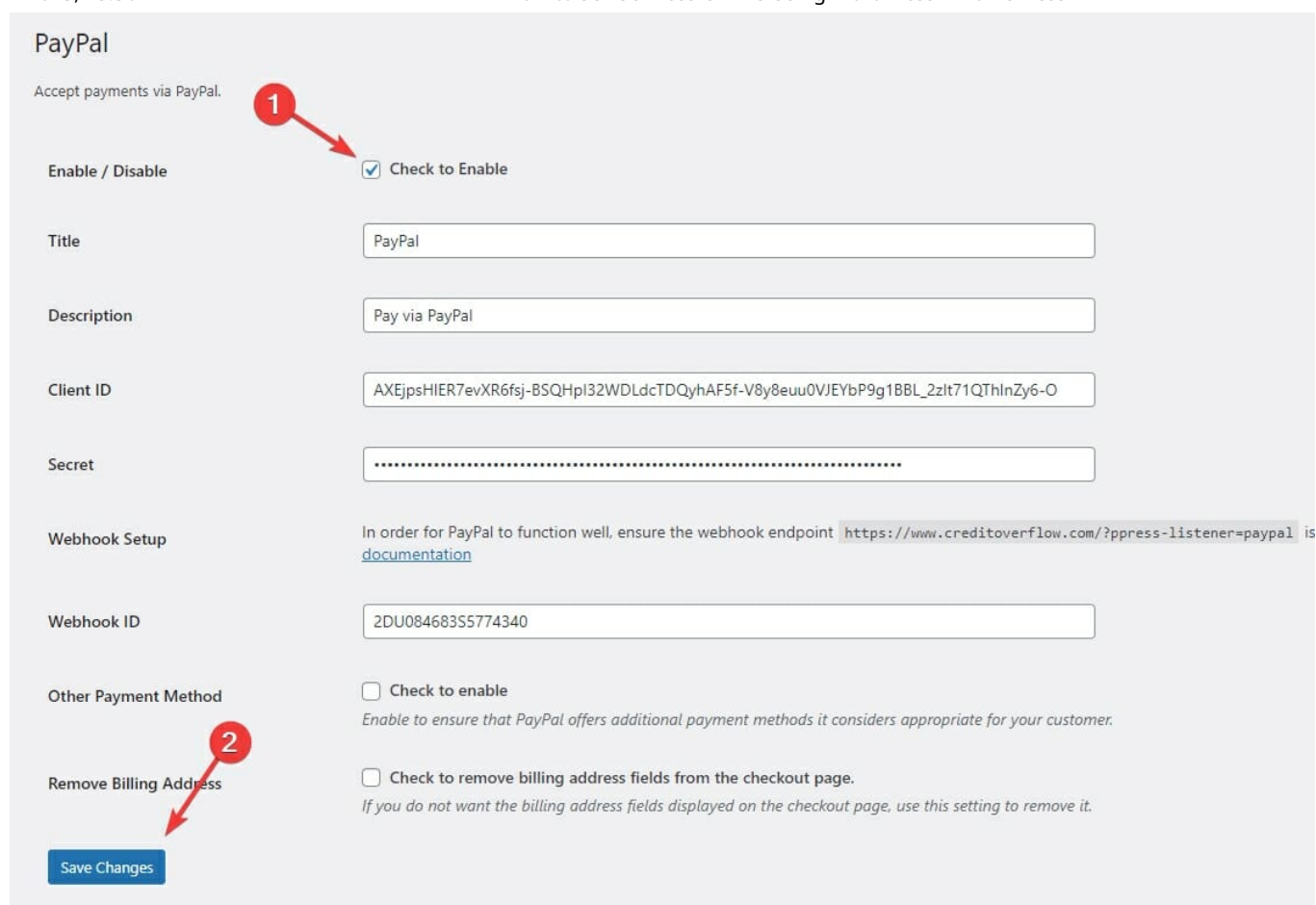
Live return URL- Users are redirected to this URL after live transactions. Allow up to three hours for the change to take effect. [Show](#)

App feature options

- ☒ **Accept payments** Enable one-time and subscription payments. [Advanced options](#)
- ☒ **Invoicing** Issue invoices for payments owed, manage partial balances due, and enable custom net payment terms.
- ☒ **Payouts** Send batch payments to multiple PayPal accounts at once. You can vary the amount by recipient and select if you'd like it delivered by phone number or email.
- ☒ **Customer Disputes** Use the PayPal Customer Disputes API to list disputes, provide evidence, accept claims, show dispute details, and appeal disputes.
- ☐ **PayPal Here** Process swiped/card-present card transactions.

Finally, come back to the ProfilePress configuration screen.

Click the Enable checkbox to enable this new payment method, and then click the Save Changes button at the bottom:



PayPal

Accept payments via PayPal.

Enable / Disable ☒ Check to Enable

Title

Description

Client ID

Secret

Webhook Setup In order for PayPal to function well, ensure the webhook endpoint <https://www.creditoverflow.com/?ppress-listener=paypal> is [documentation](#)

Webhook ID

Other Payment Method ☐ Check to enable
Enable to ensure that PayPal offers additional payment methods it considers appropriate for your customer.

Remove Billing Address ☐ Check to remove billing address fields from the checkout page.
If you do not want the billing address fields displayed on the checkout page, use this setting to remove it.

Save Changes

How To Create Pricing Plans For Your Services

To start selling your services, you need to create your pricing plans first.

ProfilePress allows you to create recurring subscription plans and one-time payment plans for your services.

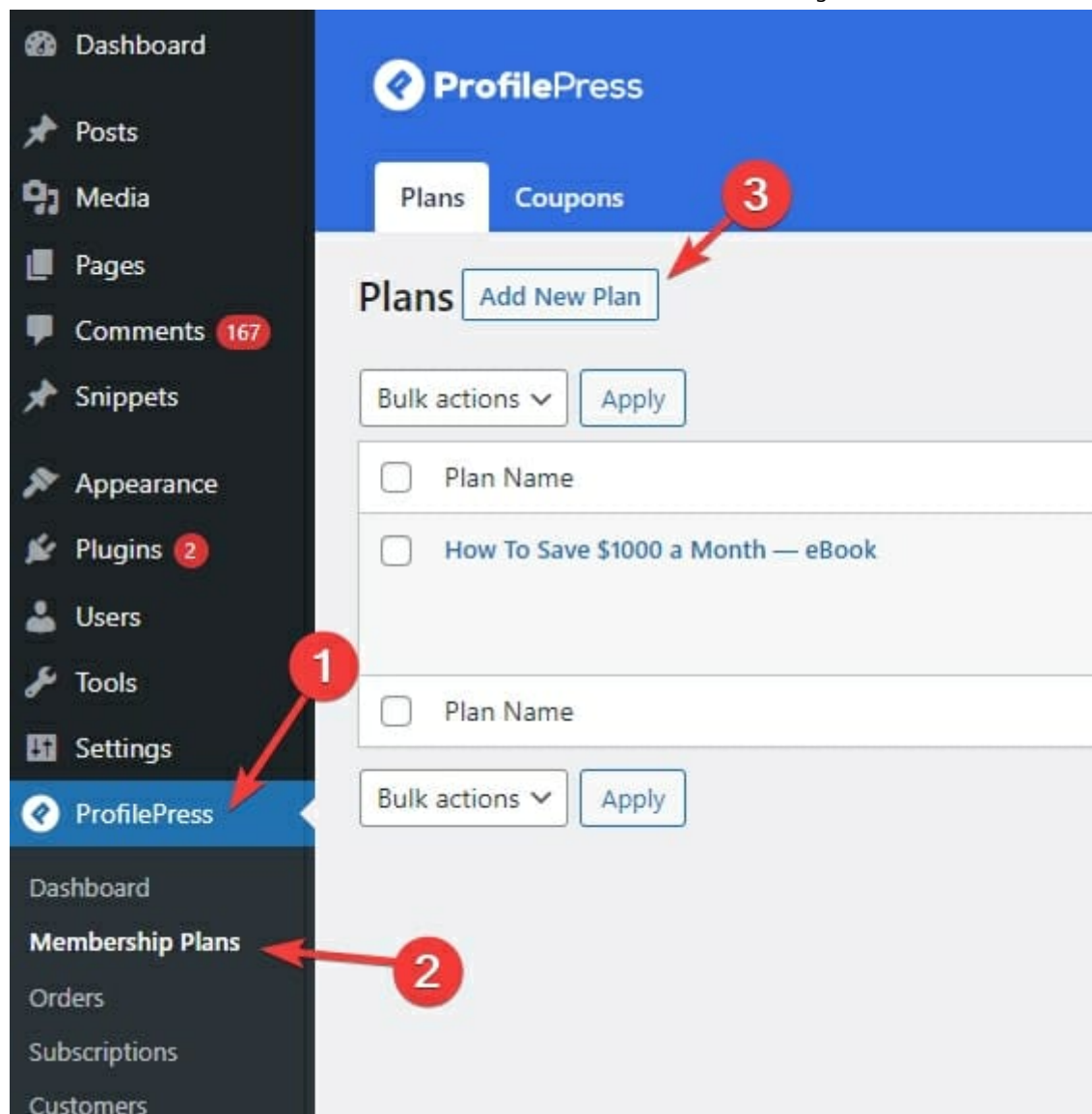
So, you can sell monthly, yearly, quarterly, or weekly subscriptions to your clients.

Or, you can sell one-time payment services, which your clients can reorder as many times as they want, whenever they want.

I'll now show you how easy it is to set up both of these with ProfilePress:

How To Create a Subscription Plan

First, navigate to the Membership Plans section of ProfilePress, and click the Add New Plan button:



This will take you to the new plan configuration screen:

Plans

Coupons

Edit Plan

Plan Details

Plan Name











Standard

Plan Description

Add Media

VisualText

Paragraph

B *I*          

Get all premium features and more.

P

A description of this plan. This will be displayed on the checkout page.

Purchase Note

To get started with your membership, follow this link: <https://profilepress.com/docs>

Enter an optional note or special instructions to send the customer after purchase. These will be added to the order receipt.

Price (\$)

15.00

The price of this membership plan. Enter 0 to make this plan free.

Here are the details you need to fill out first:

- **Plan Name:** This is the publicly visible name of the plan.
- **Plan Description:** This description will be displayed on the checkout page. So, describe what this plan offers as descriptive and straightforward as possible.
- **Price:** This is the price that your customers will be charged on a regular interval.
- **Purchase Note:** [This is helpful](#) in providing special instructions or details to your customers after their purchase. This can also be a thank you note, usage instructions, or a request for review.

Now, scroll down to the Subscription Settings to customize how this payment plan works:

Subscription Settings

Billing Frequency	Monthly
Subscription Length	Renew indefinitely until member cancels
Signup Fee (\$)	0.00
Optional signup fee to charge subscribers for the first billing cycle.	
Free Trial	Disabled
Allow members free access for a specified duration of time before charging them.	

- **Billing Frequency:** How often do you want to charge your customers? If you select weekly, your customers will be charged every week.
- **Subscription Length:** This is how long the subscription will last. If you select the Fixed option, your customers will only be charged that number of times. This lets you create instalment plans for your customers. Leave it be if you want your customers to be charged until they cancel.
- **Sign Up Fee:** This allows you to charge your customers a one-time signup fee. This will be charged in addition to your plan's price.
- **Free Trial:** Do you wish to offer a free trial for your service? Select a trial length from the drop-down. Your customers will only be charged after the trial period is over.

Once you're done customizing your payment plan, click the Save Plan button to publish it and make it go live!

How To Create a One-Time Payment Plan

Navigate to the Membership Plans section of ProfilePress and click the Add New Plan button:

The screenshot displays the WordPress dashboard with the ProfilePress plugin interface. The left sidebar contains a list of dashboard items: Dashboard, Posts, Media, Pages, Comments (167), Snippets, Appearance, Plugins (2), Users, Tools, Settings, ProfilePress (1), and a sub-menu with Dashboard, Membership Plans (2), Orders, Subscriptions, and Customers. The main content area is titled 'ProfilePress' and has two tabs: 'Plans' (3) and 'Coupons'. The 'Plans' tab is active, showing a table with columns for 'Plan Name' and a 'Bulk actions' dropdown. The first row in the table is 'How To Save \$1000 a Month — eBook'. The 'Add New Plan' button is located at the top of the 'Plans' section.

Now, enter a name, a description, and a price for this new payment plan:

Add Plan

Plan Details

Plan Name

Website Design — SaaS UI Design

Plan Description

 Add Media

Visual

Text

Paragraph

B

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☰

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“

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I'll design 5 pages of your SaaS Application/Website.

p

A description of this plan. This will be displayed on the checkout page.

Price (\$)

1799

The price of this membership plan. Enter 0 to make this plan free.

Now, scroll down to the Subscription Settings section, and select one-time as billing frequency:

Subscription Settings

Billing Frequency

Monthly

Monthly

Weekly

Daily

Quarterly (every 3 months)

Every 6 months

Yearly

One-time purchase

Subscription Length

Signup Fee (\$)

Free Trial

Disabled

Allow members free access for a specified duration of time before charging them.

Finally, click the Save Plan button to publish this plan.

IMPORTANT: The Checkout Page

Once you've created and published a payment plan, ProfilePress will generate a checkout page for that plan. This is the page you will link to when you want to give your customers the option to checkout.

You can find the link to the checkout page of your payment plans from the Membership Plans section of ProfilePress:

Plans Add New Plan		
<input type="checkbox"/> Plan Name	Billing Details	Checkout URL
<input type="checkbox"/> Graphic Design — Monthly Subscription	\$499.00 / month • Renews indefinitely	https://wpobsessed.com/
<input type="checkbox"/> Plan Name	Billing Details	Checkout URL
<input type="checkbox"/> Bulk actions	<input type="button" value="Apply"/>	

If you open the link, you'll see a checkout page that looks something like this:

Account Information

[Already have an account?](#)

Email Address*

Username*

Password*

First Name*

Last Name

Payment Information

☐ Credit Card (Stripe)



☒ PayPal



Pay via PayPal

☒ I have read and agree to the website [terms and conditions](#) *

PayPal

☐ Debit or Credit Card

Powered by **PayPal**

Pro Plan (\$12.00 Monthly)

Have a coupon? [Click here to enter your code](#)

Subtotal \$0.00

Total \$0.00

One Week free trial

You'll be charged **\$0.00 today** then **\$12.12 monthly** starting 20 Aug, 2022.

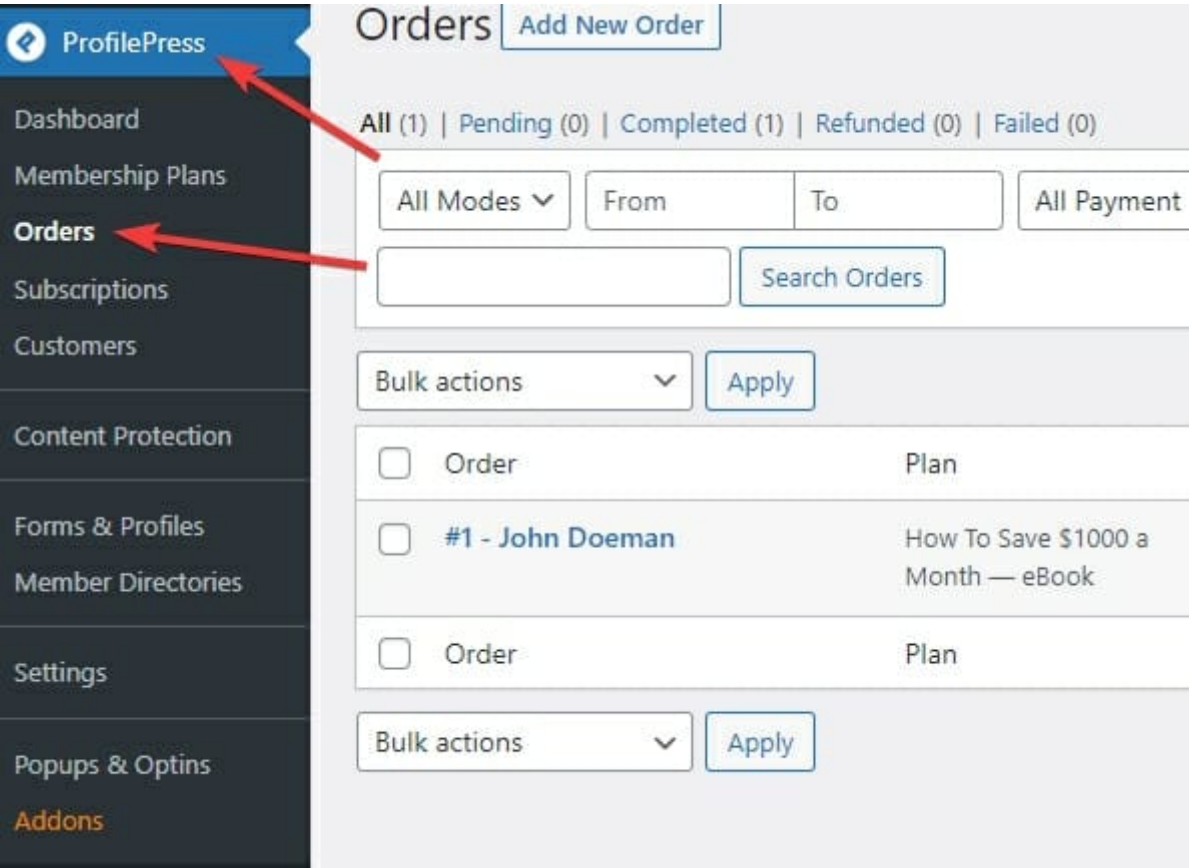
Whatever payment method you enable will be displayed as an option here.

You can send this link to your customer directly if you want. You can email it to them or share it on social media.

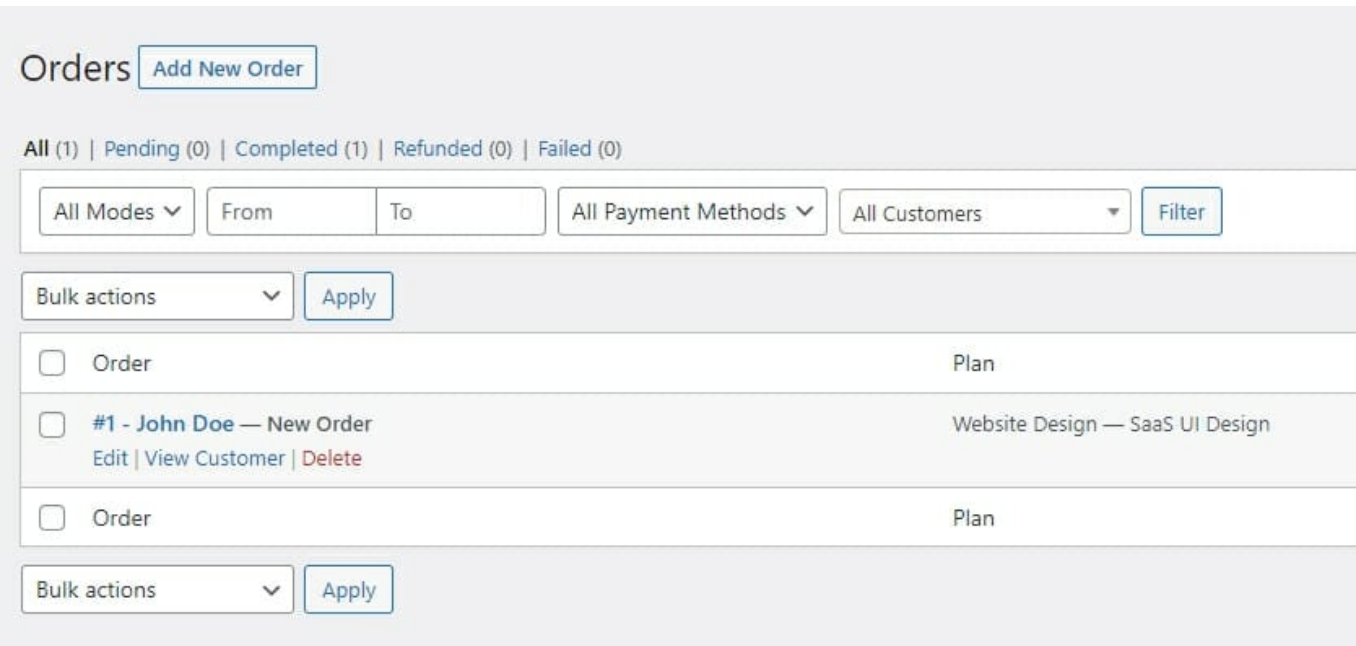
How To Manage Orders

When you receive a new order for your services, ProfilePress will send you an email to notify you.

If you want to see all your current orders, navigate to the Orders section of ProfilePress:



On this page, you can see all your orders at a glance:



For every order, you can see its status, what plan the user bought, the customer's name, payment method, the date the order was placed, etc.

If you want a detailed view of the order, click the Edit link that appears when you take your mouse over an order. It will take you to this page:

Edit Order [Back to Orders](#)

Order #1 New Order
Payment via Stripe

General
Date created: 2022-09-05 14:04
Status: Completed
Customer: [Profile](#) → [View other orders](#) →
John Doe (jogn@john.com)
Order Key: b3b27883d39654a8ed6d3d6beb559ad9

Billing Address
Street Address: Not Set
City: Not Set
Country: Not Set
State / Province: Not Set
Zip / Postal Code: Not Set
Phone: Not Set

Order Item

Item	Price
Website Design — SaaS UI Design	\$1,799.00
	Subtotal: \$0.00
	Total: \$0.00

[Refund Order](#) ⓘ This order is no longer editable.

This page will show you all the details about the order, such as what products were bought, the customer's address, order status, email, the order key, etc. You can use this page to manually change an order's status when you complete an order.

There's another link on the Orders page: View Customer. This link takes you to the Customer Details page:

Customer Details

John Doe

jogn@john.com

Customer since September 5, 2022

WordPress User: [View profile →](#)

john_doe (jogn@john.com)

Edit Profile

Billing Address

Street Address:

City:

Country:

State / Province:

Zip / Postal Code:

Phone:

1 Completed Sales

\$0.00 Total Spend

Active Subscriptions

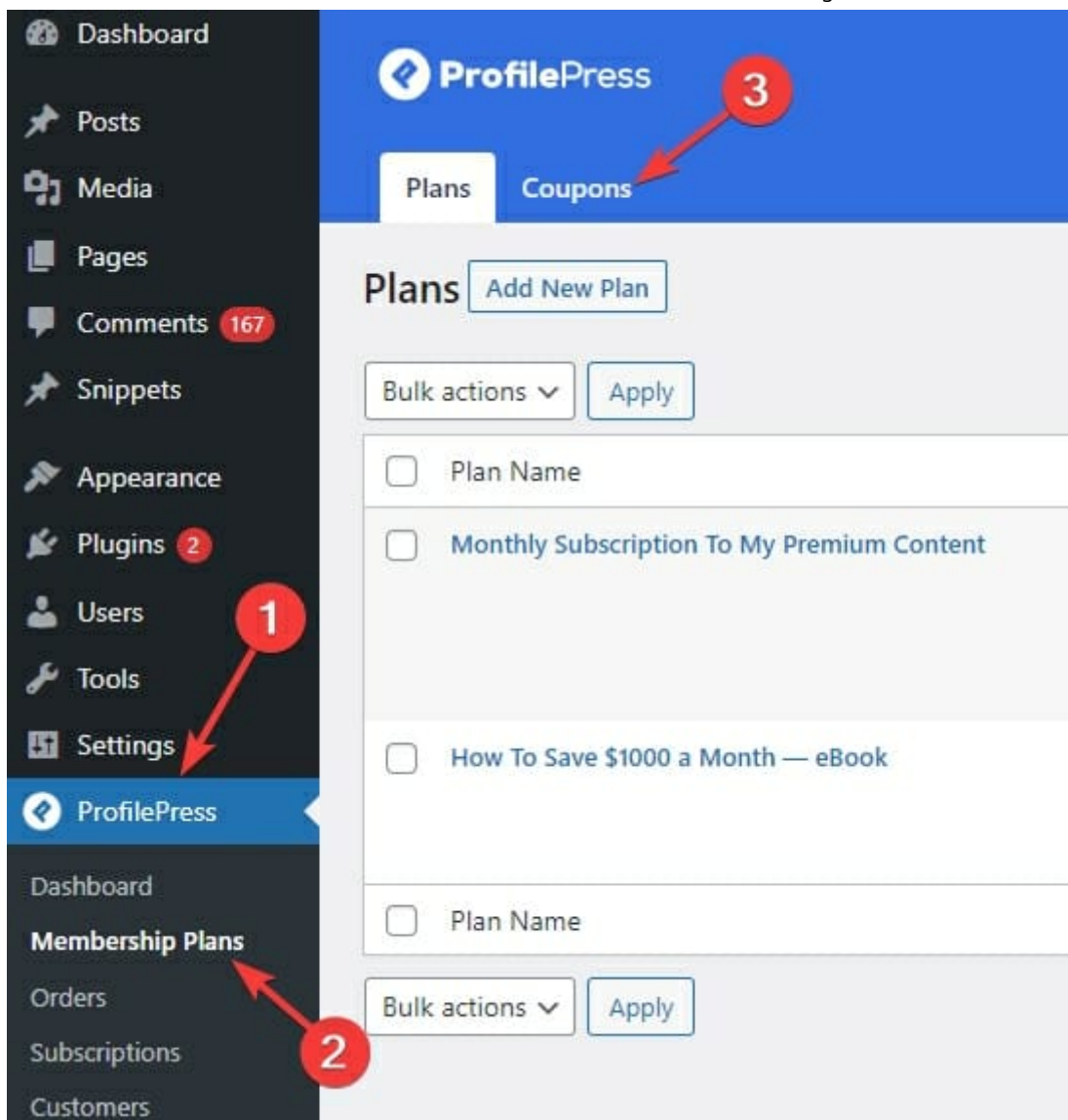
Plan	Status	Renewal Date
Website Design — SaaS UI Design	Active	Lifetime

This page displays all the details about the customer stored on your servers. For example, it tells you about their active subscriptions, orders, address, etc.

How To Create Coupons For Your Plans

ProfilePress gives you a straightforward way to [create discount coupons](#) for your payment plans.

To create a discount coupon, navigate to the Membership Plans section of ProfilePress, and then select the Coupons tab:



Now, click the Add New Coupon button.

This will take you to the coupon configuration page:

Add a Coupon

Add New Coupon

Coupon Details

Coupon Code

Enter a unique coupon code. Leave empty to generate a code for you on form submission.

Description

A description of this coupon.

Discount

% ▼

Coupon Application

☒ To new purchases only

☐ To existing purchase (upgrades)

☐ To both new and existing purchases

Select where members can apply this coupon.

Here's what these fields are:

- **Coupon Code:** This is the code you'll share with your audience. This is the code your customers will enter on the checkout page.
- **Description:** This is mainly for internal use. Describe what this coupon is all about.
- **Discount:** This field lets you choose either a percentage-based discount or a dollar amount discount. You'll want to select a percentage if you plan to offer this coupon for more than one membership plan.
- **Coupon Application:** This controls the type of purchases to which this coupon can be applied.

Now, scroll down to the Redemption Settings section:

Redemption Settings

Membership Plans

Select membership plans this coupon can only be applied to. Leave blank for all plans.

Start Date

yyyy-mm-dd

Enter the date that this coupon will be valid from. Leave blank for no start date. (UTC +00:00)

End Date

yyyy-mm-dd

Enter the date that this coupon will expire on. Leave blank for no end date. (UTC +00:00)

Maximum Redemptions

Unlimited

Limit the total amount of redemptions for this coupon. Leave blank for unlimited.

Here's what these fields do:

- **Membership Plans:** Type the name of the membership plan that you want this coupon to apply to here. You can add as many membership plans here as you wish. Your coupon will apply to all of them. Leave this field blank to create a site-wide coupon.
- **Start Date:** This coupon won't start working before this date. Leave it blank if you want it to work as soon as you publish the coupon.
- **End Date:** This coupon will stop working after this date.
- **Maximum Redemptions:** The maximum number of redemptions you want to allow for this coupon.

Once you're done customizing your coupon, click the Save button to publish this coupon. If you select a Start Date, the coupon won't work until that date. And will stop working on the End Date if you choose one.

Conclusion

[ProfilePress](#) is the easiest way to start selling services on your WordPress website. It's an all-in-one plugin for selling subscription-based services and one-time services.

Whether you're selling a productized service or something peculiar, [ProfilePress](#) has all the features you'll ever need.

To start selling your services on your WordPress site, follow this quick guide, and you'll be up and running in no time!

Get [ProfilePress](#) now!



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