

# Earning With Amazon Payments

*Gail Buckley*

[www.PLRContentSource.com](http://www.PLRContentSource.com)

Amazon offers Amazon Payments as a “fast, easy way to accept payments or shop online.”

As a business owner, you can increase your sales if you offer people the chance to pay for your products or services—digital or physical— through Amazon. They know and trust Amazon—so, they’ll be a lot more likely to go ahead and buy from you.

Their payment information is already stored in their Amazon account. That removes a huge barrier to entry. You always want to make it as easy as possible for people to buy from you. They don’t have to run and get their credit cards or do anything that’s any sort of hassle at all. They just have to pay as they normally would via Amazon.

It’s easy—it makes the customer happy and can help you make more money.

You don’t have to have a super-power business, either. You can use Pay With Amazon whether you have a very new, tiny startup with just you at the helm or if you have a huge and already-profitable business. It’s easy to use and it’s perfect for everyone.

Amazon states that they can help you increase your customer relationships and improve your business as a result of using Amazon Payments. Not a bad deal at all.

Think about this from the customer side of things as well. They know, like, and trust Amazon. So, your name, brand, and product really benefit from that. You become associated with Amazon by default.

Amazon's checkout and payment process are very simple as well. Customers like that this is all stored and ready to go. They also like that they can shop with their account on thousands of different sites from all over the web.

Pay with Amazon also makes it super simple to actually pay the vendor. In this case, that's you. Your customers can have just one payment account—their Amazon account. They don't have to use a ton of different log ins or try to find their credit cards. It provides an awesome customer experience.

Once again, Pay With Amazon is better for you and it's better for your customer.

Amazon also makes it very clear to your customers that they are protected. This is more and more important to buyers these days. If they know they're protected, they'll be a lot more likely to buy from you.

Amazon offers their A-to-z Guarantee for buyers. Amazon's guarantee gives people a peace of mind. That will make it easier for them hit that buy button without reservation.

You, as the vendor, never have your hands on the customers' payment information. You don't have to deal with it or do anything with it at all. There's a great comfort for both you and the customer in knowing that Amazon is taking care of it all.

Note: One great reason your sales might increase or your customers might find it easier to buy from you when you use Pay With Amazon is that they can use their Amazon.com Store Card to do so. People love using this card because it's convenient. So, it's a total win for you. This option isn't available with anything else.

Here's Amazon's page that explains more about how Pay With Amazon benefits the customer:

<https://payments.Amazon.com/shopper>

This is something to think about when you're considering whether you want to go with this option as your payment solution or not.

### **Tools You Need to Succeed**

Amazon gives you everything you need to use 'Pay With Amazon'/Amazon Payments.

You'll sign up and familiarize yourself with their tools and process. They will give you a secure payment system you can use.

They have a super-fast checkout, and will give you the tools you need to really streamline this and get up and running right away.

Because you have fast checkout and the familiarity of Amazon's pay button behind you, you can get higher conversions. Because Amazon has such a well-respected name and brand, you might also be able to increase customer loyalty much more easily.

Also, note that Amazon gives you such fantastic tools to use that your customers can even bypass the cart and buy with just one click.

Additionally, you know that collecting recurring income as a marketer is a very smart idea. Why earn just once for one thing when you could earn from something your customers will love... and earn from it over and over again?

Note: You can use Pay With Amazon to sell physical or digital goods.

I hope the wheels are turning. This can become a very valuable asset for your business.

Here's more information on what we've talked about so far:

<https://payments.Amazon.com/merchant>

By the way, Amazon includes some pretty cool tools you might not have thought about. For example, they allow you to use their Sandbox to test your buttons, test orders and make sure all order information is correct.

They also note that: "Our integration guide and API documentation are available for reference as you go."

### **Amazon Payments Income Potential**

The income potential here is completely up to you. It depends on what you sell, how good of a job you do with marketing and traffic, and the price points you decide to set.

It is important to note what you'll pay to Amazon with each sale. While you won't have upfront costs, you will have to pay processing fees.

At the time of this writing, for domestic U.S. transactions, you can expect to pay 2.9% + \$0.30 on each sale.

This is the complete breakdown:

- Domestic processing fee: 2.9%
- Authorization fee: \$0.30
- Cross-border processing fee: 3.9%
- Disputed chargeback fee: \$20

Here's the complete chart of fees:

<https://payments.Amazon.com/help/201212280>

### **Step One**

The first step is to go ahead and sign up. You can go to this link to sign up:

<https://payments.Amazon.com/signup>

## Step Two

After you've signed up, you have to configure the Amazon payment option as part of your checkout.

Amazon has a variety of ecommerce platforms they've partnered with that can make it easy for you to get up and running.

Some examples of these include:

- Shopify
- Opencart
- PrestaShop
- Miva
- Shopsyte
- Xcart
- 3dcart
- Redstate
- WebLinc
- eCommerce

You can learn more about these here:

<https://payments.Amazon.com/integration-options>

Note that you don't have to worry if you don't work with these shopping carts. Amazon directs you to sign up through this link, even so:

<https://payments.Amazon.com/signup>

Follow Amazon's guidelines and go through the help documents. I think you'll find that they're very thorough.

They include topics for buyers:

- Managing orders and transactions
- Managing subscriptions and recurring payments
- Handling returns and refunds
- Troubleshooting failed payments
- More

Here's an additional FAQ section that's helpful to your buyers/to all buyers:

<https://payments.Amazon.com/help/201754640>

Topics for merchants and developers:

- Login and pay with Amazon
- E-commerce plugins
- Creating and managing your account
- Getting paid
- Resolving disputes
- Customer agreement and policies
- More

<https://payments.Amazon.com/help>

\*\* Note: Amazon has an additional product you might be interested, called Checkout by Amazon.

You can learn more about that, here:

<https://payments.Amazon.com/help/81690>

### **Step Three**

You may want to look at the more advanced information available. Amazon uses some of the building blocks available in AWS (Amazon Web Services) and Amazon's distributed services environment.

Amazon notes that this includes:

- SNS (Simple Notification Service) to provide Instant Payment Notifications
- SQS (Simple Queuing Service) for work item management
- S3 as part of the storage solution

If this doesn't mean anything to you, don't worry about it. This is more advanced than most people reading this will need to get into.

It doesn't stop there, though.

Amazon also describes:

**Identity:** This helps you identify Amazon customers when they log in. You can get their name and email address. This allows you to personalize their time on your site- and it's all based on the information that's already in their Amazon customer account.

**Inline checkout:** Customers can make their payment right on your website. This makes things seamless and is so much better for branding.

**Automatic payments:** You can offer subscriptions and recurring payments to your customers.

**Fraud protection:** You can cut costs and protect your business at no extra cost.

Finally, here's Amazon's page with their contact information for all questions related to Amazon Payments. There are help questions, sections, and contact areas for merchants and customers.

<https://payments.Amazon.com/contact>

## **Get Started With Amazon Payments**

Amazon claims that Amazon Payments can help you improve relationships with your customers so you can scale your business up and earn more. You'll be able to make more sales with your existing customers and attract new shoppers as well. These new shoppers might not have bought from you if you didn't make it super simple to as a result of having the Amazon Payments option.

Amazon also claims that you'll be able to increase the average order value per customer if you use Amazon Payments. This is huge—it's worth checking out to see if this will hold true for you.



**PLR  
CONTENT  
SOURCE**

**Your Source For High Quality Private Label Rights Content  
That You Can Actually Afford and Profit From  
[www.PLRContentSource.com](http://www.PLRContentSource.com)**