



# SMS CELLULAR CASH

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We didn't want to admit it at first... we didn't want it to happen to be honest... but now... IT REALLY IS HERE!

What is it? The mobile era... Actual human conversations are over as we know it. Dead and buried...

I used to get angry about our cell phone bills in the past but guess what? NO ONE TALKS NOW! Everyone expects to get a TEXT MESSAGE! So that extra \$9.95 addon for unlimited text messaging rocks!

To me it sounds like regression instead of progression but it is just the way it is... So now is the time to cash in big time! Because while your teen is typing away until their fingertips are smoking and blistered, some people are using it to propel their businesses to new levels.

Never before has there been such a low cost medium to stay in contact with customers. Hell like we said... it crushed verbal communications and is on it's way to leaving email in the dust like the roadrunner did to the coyote every Saturday morning...

But the problem is... Many businesses aren't taking advantage of it. The reason is they don't understand it and they think it is incredibly complicated.

Well it isn't... and it is a way you can build a really big income... really fast!

Nail Salons, Hair Salons, Bars, Theaters (live acting), Craft Supply Stores, Home Party people like (Tupperware and Avon), Spas, Gyms, Bakeries, Pizza Parlors, Coffee Shops...

We are just scraping the surface of the types of businesses that can use the service you are about to offer them...

1.5+ Trillion text Messages were sent in 2009... yeah I just said TRILLION... People use text messages for their main form of communication now with mobile devices...

I mean people thought it was a fad... it actually almost seems like more effort to type than to talk... but no... IT IS GROWING AT AN INSANE RATE...

Now smart big businesses are cashing in... small and medium businesses are losing out... AND LOSING OUT BIG TIME!

You have a local nail salon in your area... They are offering some crazy deal on a full set of chrome alloy, super sparkly, indestructible fake nails... Woohoo!! they have an ad in the paper and on their door... SO WHAT?

No one reads the paper anymore... no one looks at the sign on their door... oh and that bulk mail they sent from the post office... The husband threw that away as junk mail...

But the Nail Salon in the next town over grabs every customer's mobile number...

They send out that sale and people are INSTANTLY notified... Do you think they get at least a 2% conversion? Oh you damn betcha...

So now it is so simple for you to manage this for them and bring massive value to their bottom line... and you are going to do it at a great price... And you are going to be singing a new song called "CHA-CHING" all the way to the bank...

So let's move on shall we? We already know mobile is big bank...

## **Let's Get Something Out of The Way Now**

You will need to contact people for this to work. If you are scared to contact people you will need commission sales people. You can grab them on Craig's List or Classified ads etc...

This is selling a service to offline businesses that requires interaction with them to get the deal done.

The best way to sell this is by stopping in their place of business. Or if they work for themselves like certain types of businesses we mentioned above, you will need to call them.

However face to face will make the most sales. If you can't do that... You need to get some sales people lined up. If you can't pressure those people into making the "right choice" for their business and making that choice now... Again you need to get some sales people lined up.

Once you read the rest of what we have here it will make total sense to you why this sells so well and why it benefits your clients extremely well!

## ***No Business Today!***

Have you ladies, or have you gentlemen went with your ladies to a hair salon or a nail salon?

Ever walk into one that seems like it is one slow slow day? Ever talk to the person doing your hair or nails and find that today is just one really bad business day?

How much do you think business would increase that day by planting a seed in the heads of customers by sending out 1 small quick text message?

**“Sherry's Salon – 30% off hair coloring today. (Call now to make an appointment or Stop in today before 6pm)”**

**“Super Nail Salon - Full set of nails and airbrushing 25% off today until 7pm!”**

Do you think that might bring in some of their customers that haven't been in in awhile? Or salvage a really terrible business day?

Do they run specials from time to time anyway? Of course they do... Every place like this does. So not only do they have the opportunity to salvage bad days but that have the opportunity to notify their customers in a way that they will actually almost be guaranteed to see it before a major sale or promotion.

How do they normally advertise these? A sign in the window or an ad in the paper that no one reads? Don't you think it is time to get them up to speed?

What about **Pizza/Sub shops** having a slow day with orders?

**Big Bubba's Pizza** - 2 Large 2 Topping Pizzas \$14.99 Today only!  
Pickup or Delivery – 555-1212

How about those small local **craft/scrapbooking supply stores**? Do you have any in your area that are non-franchise ones?

I don't know about you guys out there, but my wife and my youngest daughter are always making things. And they do scrapbooking A LOT!

Many of those small town stores have little crafting sessions where the owner or a guest holds a get together with customers where they all make a certain project. They either charge for it, or make the money from the supplies used to create whatever it is they are doing there that day.

### **So this works for business that:**

- 1) Are not franchise businesses. They have one owner. You don't have to deal with a district manager to get things done. The decision maker is normally there. (You can deal with franchise and multi-store chains. However we recommend you don't until you can progress to that level)
- 2) Places that do weekly and daily specials and want to remind customers.
- 3) May often have slow days where they can utilize SMS to reel some fish in off the street on those bad days

So how do you get the ball rolling?

First off you need to develop a pricing plan.

There should always be an initial one-time setup fee.

For instance the average charge would be a one-time \$297 fee for setup which includes their first month. If they want a keyword that would be an additional \$59/month.

A keyword is for example... ever see a TV advertisement that says:

"Text HELLO to 2343421 Now"

It is just an easy way for customers to auto signup for the service. Meaning they could send a text with a specific word to a certain number and be instantly opted in to the SMS list for that business.

So keywords will always be \$59 per month as an add-on.

The service will always be 2.5 times the cost to you per month.

Why?

Because you will still have to manage sending the messages and adding some customers manually every week for the business.

You will provide the customer with a copy of the signup sheet that was included in this package. They will keep that on a clipboard at their location and have customers signup at checkout time.

You will need a processor for payments that can handle subscriptions. We use PayPal you can use whomever you like. However PayPal is easiest for this. But that is entirely up to you.

You will need to setup a page on your own blog or website that you send customers to for payment.

You will have all plans available on the page and a 1 time button for purchasing more credits.

You can use use the instructions later in this document to make your own buttons.

If you wish to take payment by check that is entirely all up to you. We don't...

“The check is in the mail”

Is not something I want to hear when a client hasn't paid. Because you will already be responsible for payments. So you need to make sure you are getting paid on time!

Your going to be using [this service](#) so make sure you check out the pricing for EXPRESS MESSAGES not the standard messages.

**Standard messages are not reliable.** So you will always be basing your prices off the EXPRESS MESSAGE pricing.

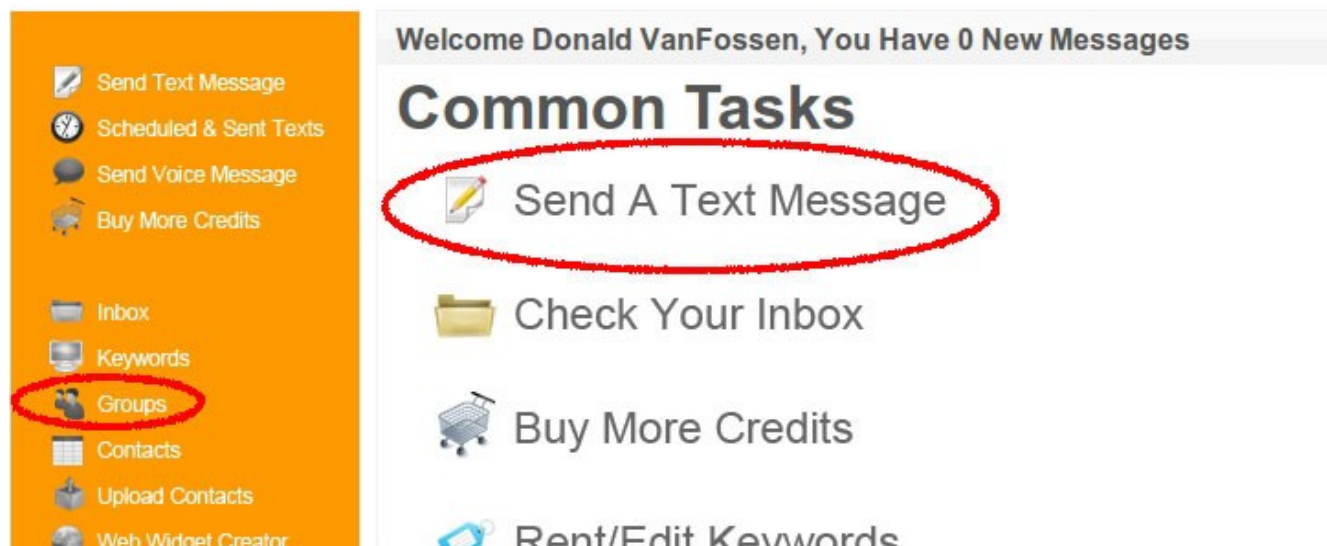


**The way you will handle your SMS customer base is as follows:**

First you will create an account with EZ Texting:

[CLICK HERE TO DO THAT NOW](#)

















Creating the account is free until you add credits to the account.



Above you will see an example of the initial screen that you will be presented with upon login.

Notice the GROUPS link on the left hand side. Along with quick access to the send a text option.

Your Groups:

MY GROUPS	SEND TEXT	EDIT GROUP	CONTACTS	DELETE
Keyword (0)				
SMP (2)				
Test (0)				
Widget (0)				

Show Per Page: 10   
Groups 1 - 4 of 4 | [First](#) | [Previous](#) | [Next](#) | [Last](#)

If you click on the GROUPS link you are presented with the page you see above. Use the ADD NEW GROUP button to create a new group.

**Select Your Groups**

Keyword (0) **1**  SMP (2)  Test (0)

Widget (0)

Contacts Not In Groups (0) *And/Or Single Number:*

---

**Compose Your Message**

**Subject (Optional):**

**Message:**

*Please do not copy & paste your message into the box from another application, as certain software adds extra characters that may cause your message to display incorrectly.*

160 Remaining Characters **3**

**Add To My Message:**

**Personalize My Message:**   **2** **4**

**Add Picture:**  [\(Click For More Info\)](#)

**5** **Schedule Delivery:**  [Set Time & Date](#)

**Current Date & Time:** 11-10-2010 3:12 PM

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**6**

When you have a new group you can manually add users or you can select the upload users on the left hand side. After you have users in your group (users just being customers of your client) you can click SEND TEXT. When you click SEND TEXT you will be presented with the screen you see above.

The Numbered Options Are Explained Here:

1) Selecting the appropriate group (business)

2 and 4) Ignore the MY USERNAME option above this however... You can personalize the message with the persons first name if you have their first name entered. This option inserts a variable into the message that will be replaced with the real name of the person. Again

remember this variable only works if you have their first name entered into their contact information. Use the insert button after you have made your selecting from the drop down menu.

3) We recommend you always add the unsubscribe info to the end of the message. You do this by placing your cursor at the end of the message and clicking the UNSUBSCRIBE INFO button.

5) This is rather self explanatory as it just allows you to schedule the date and time your messages will be sent. This is great when a client has something specific upcoming. Also when a client has something that happens weekly or monthly. (Thursday night half price drinks! From 3pm-6pm)

MAKE SURE IF YOU ARE NOT IN THE SAME TIMEZONE that you know what to set the schedule to. Obviously if you are Pacific time and the company is on the east coast there is a 3 hour difference. So make sure you don't pick the wrong time and destroy your clients confidence in you.

6) Is an obvious selection since it just finishes up your scheduled message setup.

Also if you do not set a time manually the messages will just be delivered immediately or ASAP if there is a queue of messages created by other customers.

## Step One - Select A Group For Your Widget

Assign A Group:  [Create New Group](#)

## Step Two - Design Your Widget

In this section you'll first set some universal options, and then you'll have a chance to set options specific to the type of widget that you'll be using.

Set Background Color:

Optional Logo URL:

Font:

Font Style:

Font Size:

Font Color:

Signup Widget Message:

Successful Signup Message:

Here is another interesting tool you can use. Especially if your client has a website. You can create a widget that is specific to their group that will allow them to have customers also add their information online. This is exceptional for companies that drive traffic to their sites via social media sites like Facebook, Twitter, etc...

The screenshot shows the PayPal Merchant Services interface. At the top, a navigation bar includes 'My Account', 'Send Money', 'Request Money', 'Merchant Services' (circled in red), 'Products & Services', and 'Community'. Below this, a secondary navigation bar lists 'Merchant Services', 'Products & Services', 'Partner Solutions', and 'Resource Center'. On the left, a sidebar menu is expanded to show 'Merchant Services' with sub-links for 'Website Payments Standard', 'Website Payments Pro', 'Email Payments', 'Payflow Gateway', 'Express Checkout', 'International Sales', and 'Virtual Terminal'. The main content area is titled 'Tools for existing PayPal merchants' and displays four icons: 'Buy Now Button' (circled in red), 'Add to Cart Button', 'Send Invoice', and 'Virtual Terminal'. Below these icons is a banner that reads 'New? Choose a payment solution that's right for you.' At the bottom of the page, there are two sections: 'Create Buttons' and 'Shipping & Tax'.

The next thing you will need to do is on your own website place PayPal buttons for customers to pay you. And the easiest way to do this without creating crazy shopping carts and everything else... is create individual buttons for every price point.

Now the choice is yours as to whether you are giving them 1 off blasts or recurring payments that allow them a certain number of TEXT blasts per month.

(We recommend recurring like we said above. You leave way too much money on the table trying to do 1 time blasts for companies. It makes no sense to not get them on a recurring payment plan.)

After you log into PayPal click on the Merchant Services Tab.

Then click on the BUY NOW BUTTON link.

Choose a button type [Which button should I choose?](#)

Buy Now

Note: [Go to My saved buttons](#) to create a new button similar to an existing one.

Item name  Item ID (optional)  [What's this?](#)

Price  Currency  [Need multiple prices?](#)

**Customize button**

Add drop-down menu with price/option [Example](#)

Add drop-down menu [Example](#)

Add text field [Example](#)

Business Name:

[Edit](#) | [Delete](#)


[Add another text field](#)

[Customize text or appearance](#) (optional)

**Your customer's view**

Business Name:

**Buy Now**



You will now be on a page that looks like the above image. Now under choose button type we are just doing a normal BUY NOW button. Like the type you will use if people use up all their monthly allotted text messages. They could use a buy now 1 time payment button to pay you to send more messages for them that month. However you can change this to SUBSCRIPTION for your actual plans. The setup is almost exactly the same except you are doing recurring.

- 1) Give your product a name, and a custom Item ID.
- 2) Set your price.
- 3) Add a Text Field And Title it BUSINESS NAME (This way you know who sent you the money and what account you will need to apply it to.

With the SUBSCRIPTION option you will also need to set the amount that is billed per cycle. And also set what the billing cycle is. For example: 30 Days

Also if choosing subscription you will need to make sure the time

frame in which billing stops is set to never.

After you have everything filled out... guess what you click next???

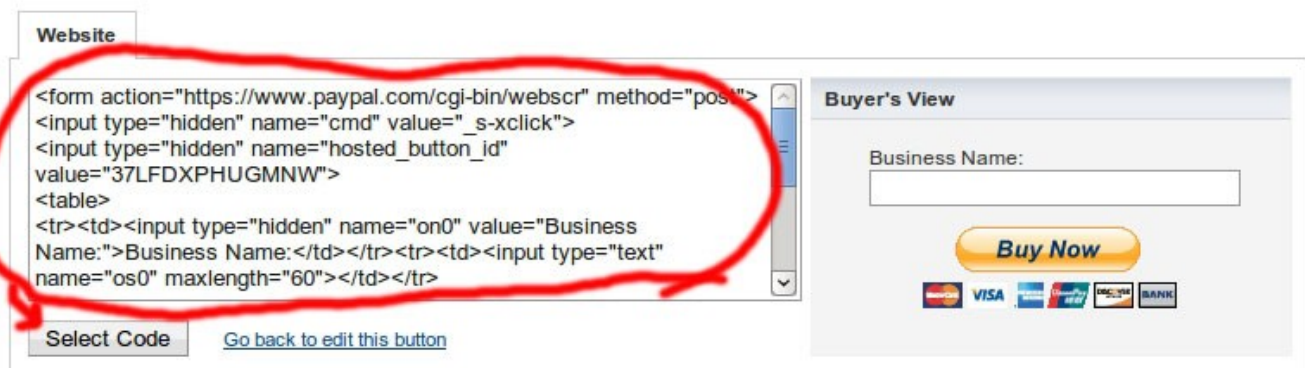


Yep you guessed it... :)

### You are viewing your button code

1. Click **Select Code** to select all the button code.
2. **Copy** the code (CTRL+C for Windows, CMD+C for Mac -- or right-click and choose Copy).
3. **Paste** the code into your own code (CTRL+V for Windows, CMD+V for Mac -- or right-click and choose Paste).

#### [Integration tips](#)



```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post">
<input type="hidden" name="cmd" value="_s-xclick">
<input type="hidden" name="hosted_button_id"
value="37LFDXPHUGMNW">
<table>
<tr><td><input type="hidden" name="on0" value="Business
Name:">Business Name:</td></tr><tr><td><input type="text"
name="os0" maxlength="60"></td></tr>
</table>
```

Now you will be presented with the above screen. Click the SELECT CODE button and you are ready to paste it on your site.

If you are using Wordpress for your site you just need to make sure that when you create a new page (which we recommend you make a page called PRICING or SUBSCRIBE or PURCHASE etc...) you use the HTML option in the Wordpress editor to paste your button code in. You can not paste the button code when the editor is on VISUAL.

By editor I mean where you type in the content for your page.

That is all there is to it...

Just create a new button for all your different price points and add them to the page.



## **PRACTICAL APPLICATION**

OK, so having information, and knowing the theory and technical stuff about it is all fine and good, but for some, they need to actually see a situation where it can be applied, and that is what we are going to do here...

Because the service that we are offering here is SMS text advertising and reminders, there are definitely a group of businesses that this makes more sense to than others. So, the first thing I want to do is take a look at what businesses should be on your short list of people to contact right out of the gate.

BARS  
NAIL SALONS  
HAIR SALONS  
PIZZA PARLORS  
CRAFT STORES  
PLACES WITH LIVE ENTERTAINMENT (THEATRES)

There are definitely others, and as you start to apply the method, you will come up with new ideas and targets as you pass by them driving, or hear about them in different ways.

So, let's take a look at a specific example, and go over how to approach, how to close, and then how to implement.

When you identify a business that you think can benefit from SMS advertising or reminders, you are first going to have to decide how you will approach them so that you can actually get the idea in front of them, and actually get some money from them, right?

There are a couple of different ways that you COULD do this:

Face to face in store visit  
Email  
Phone  
Mail piece

While I'm sure that all 4 of these things can be used effectively in one way or another, the two most effective ways that we have found to sell this service are:

Face to face store visits and Phone calls

Understandably, these are the two most uncomfortable ways of prospecting and selling for many people, mostly because they fear rejection, but trust me, landing a couple of sales, and collecting some money will help you get over that fear pretty quick.

Alternately, you will find a section below that you can use to actually hire someone on a commission only basis so that you don't personally have to do any of the selling, so either way, this is something that you should be able to do.

In this example, I'm going to walk through how things might go if you were just walking into a business, or if someone you hired was just walking into a business. I'm going to use a Bar as the example business as well because quite honestly, bars and places that provide some sort of live entertainment or frequent specials are my favorite businesses to target for this kind of service.

First of all, the great thing about Bars is that the owner, or a general manager that can make decisions is normally on site just about all day and all night long, so getting in touch with someone that can actually make a decision is generally pretty easy to do.

Normally, what I will do is walk in, and go straight up to the bar, and have a seat. When the bartender comes over, I'll order a Coke or a glass of water, and ask if there is an owner or manager around. There almost always is.

About the only question that the bartender might ask is: "What do you need" or "what do you need to talk to them about" in a place like a bar, your answer is for the most part always the same:

" I want to talk to them about happy hours, live entertainment, and drink specials"

At that point, they normally disappear, and then come back in a minute or two with your drink, and to let you know one of two things.

1. The owner/manager will be over shortly
2. They aren't available

In the case of number 2 being the outcome, you want to make sure that you say something like this:

"Fair enough, can you give me their name so I know who to ask for in the future"

Once they give you the name, you ask:

"Is XXXX The owner of the place, or the general manager?"

Once you have their name, and their position, make sure you jot it down in some sort of notebook, or however you are keeping things organized. Personally, I use index cards, and train our contractors to use index cards as well. I just find it's easier to keep things organized and easy to access this way.

In the case of number 1, you just sip on your drink, flip through your phone, watch TV, or just pass the time the best you can until the owner or manager makes their way over.

Once they get there, you want to make sure that you take control of the conversation right from the word go...Not in an aggressive way, but you definitely want to steer the conversation in a way that it benefits you, and not let it go off course.

I've found the best way to do this is to start asking questions. In a bar, my favorite opening questions are the following:

Do you guys have a happy hour? If so, is it only one night, or do you do it multiple times per week? Do you only have drink specials or do you do food specials as well?

Do you fill the place up at happy hour? What you're trying to find out here is whether or not the bar is FULL when they have a happy hour.

Do you ever do live entertainment like bands, karaoke, or trivia?

The answers to any of these questions will get you one step closer to one of the following ends:

1. They have people lined up out the door and any additional advertising would be a waste of money.
2. They aren't getting as many people in the bar as they could, and they are in need of your services as long as they can see the benefits.

First, lets cover what to say if the conversation goes something like this:

You: Do you guys have a happy hour?

Them: Yeah, we do one every Thursday night from 4-7

You: Is it just drink specials or do you do discounted food too?

Them: For the most part it's drinks, but we do a special on wings at times too.

You: how many people usually show up?

Them: The place is packed! We couldn't squeeze another person in here if we tried. Hell, some nights we actually have to turn people away because we exceed our capacity.

Obviously that isn't what we want to hear, right? I mean, if they are an established bar, and people are flocking to it whenever the doors open more than likely they aren't going to part with any of their money for additional advertising being sold by a person that they don't know, right?

So, where do we go from there?

If it's me, and that is how the conversation goes (and it has) I say something like this:

"Well, it looks like I get to take my sales hat off and just enjoy the soda and the atmosphere for a change. The reason I came in was to introduce our new SMS advertising platform that many of the local businesses have started using as a cost effective way to get more people in the door, but it seems like you already get all the customers you can handle."

At this point, they will generally say one of two things.

1. Yeah, we don't have any use for something like that here.
2. SMS advertising, what's that?

If they say anything along the lines of number 1, you simply want to thank them for their time, shake their hand, and finish up your drink.

If they say something like number 2, you still might have a shot. Basically, you are going to say something along the lines of:

**SMS advertising is one of the newer and more cost effective ways that people such as yourself can use to stay in touch with your customers via their cell phones. You can let them know about specials that are going on, remind them about happy hour, or maybe tell them about a live band that you have scheduled for later in the month.**

**People these days use their phones for everything, so it makes sense to grab their attention through their favorite form of communication so you stay right in front of them and are almost always noticed instantly. Plus, the cost is far lower than commercials, and almost any other kind of advertising that you can think of.**

After you've given an explanation of what it is, you want to follow it up with a question like this:

How would you like to have this place packed every night of the week?

That should get their attention, and depending on their answer, should give you an opportunity to still sell or salvage a sale from a business owner who 2 minutes ago didn't think he/she needed your services.

Now, lets look at the way the conversation would go if they answered the initial question differently, and said that they aren't getting as many people in the door as they would like...

The first thing you want to do is come from an area of understanding, and wanting to be helpful. So, you might say something like this:

**I know exactly what you're talking about. The story is pretty much the same no matter where I go with people telling me how a year or two ago they had customers kicking their door in, but with the way the economy is right now, sometimes it's a struggle to keep butts in the seats so to speak.**

**That is exactly what makes SMS advertising and reminders so powerful. It connects you to your customers in a different way than they are used to having business owners advertising to them, and it does it through their cell phones which they ALWAYS have on them. Even better, most people will check a text message as soon as they know they have one, so there is almost a 100% chance that your message will be seen by EVERYONE you send it too.**

Usually at this point, you REALLY have their attention, and one of two things is going to happen.

1. They are going to ask you more questions. In the case that they do this, you simply answer their questions
2. They will make an open ended statement. Usually something along the lines of "hmmm that does sound cool"

In either event, you are getting closer finalizing the deal.

What you want to do at some point in the conversation when it goes this far, is say something like:

Do you want to set up a test run so that you can see just how it works, and how easy and effective it will be in getting more people in the door for you?

At this point, they are going to say YES or NO.

If yes, rundown your pricing and arrange payment

If no, thank them for their time, and ask if it would be OK if you check back with them in a couple weeks.

Remember, in the history of selling ANYTHING there isn't anyone out there that has closed every deal he has ever tried to. It's a numbers game. The more people you talk to, and the more confident you get, the more deals you will close, and the more money you will make.

The example that I used above was for a BAR..where you or your agent walks in and is meeting with them face to face. However, the process, the questions, and just about everything else is very similar if you decide to go the phone route.

## **GETTING A COMMISSION ONLY SALES PERSON TO DO THE SALES STUFF**

One of the biggest problems with the offline methods is that the majority of people that look into them aren't comfortable actually SELLING the services or products that they have either face to face, or over the phone.

So, what do you do? Tuck your tail between your legs and give up?

NOPE...You get someone that is comfortable doing it, to do it. Here is how WE DO IT effectively, especially in this economy.

First things first...I WILL NEVER – EVER hire a sales person and either pay them by the hour or give them a salary right off the bat. Instead, we make them earn their money, and only pay them, if they make us money...that's the way it should be, right?

Our favorite ways to find sales people are either through craigslist, or through local classifieds. You will never really know which way is best in your area until you try. So, while I'd like to just say to use one or the other, I can't.

In either case though, the most important part of the process is to make sure that you are being specific in your ad and setting the expectations correctly for the people that are looking at it. For instance, this would be a bad ad.

### **Sales Person Wanted**

I need someone to sell my services to local businesses. Great earnings potential for the right person.

The ad above is way to general, and vague. Chances are good that you will have to go through hundreds of replies, and still not end up with someone that you are confident in.



Instead, use an ad that accurately describes the person you are looking for and be specific about the compensation in a case like this because it is commission only.

**Commission sales person needed:**

*We are in immediate need of a strong business to business sales person to sell our line of established products and services to local clients. Interested parties should call me at XXXXXXXXX*

The way we pay our sales people is by giving them 50% of the set up fee. Normally, and in a deal that goes exactly as it is supposed to, we get a set up fee of \$297 so, the sales person would get almost \$150 per deal, right? Not bad...

We do however, give them the option of reducing the set up fee if needed to get the deal closed as low as \$100. Anything lower than that needs our approval prior to any agreement. What this means is on a rock bottom deal, the sales person will make \$50, so this gives them all the incentive in the world, to try and get the highest set-up fee possible.

You have to come up with your own pricing and what you feel comfortable with. Because you need to cover the initial cost of a monthly fee for the package they purchase. If the package they purchase also has the keyword option added to it... you need to tack \$59 more on to your price. You also need to make sure you are still turning a profit or at least breaking even for your first initial setup after you pay your sales person. Some people will be willing to break even and recoup the cost the following month on the residual. That is completely up to you... this is your business.

The process of getting a good sales person often requires that you go through a few of them before you get one that actually produces results. It's not very often that the first one you hire is a super star. So, be patient, and expect a couple of non-performers before you get your hands on someone that is writing new business each and everyday.

## **Frequently Asked Questions:**

Q: Should I take a check for the initial payment?

A: No.

Expanded Answer: Ultimately, you want to have the payment made by credit card via paypal. This way you have your money right away, and there is no risk of the check bouncing, or something else happening. There will be some businesses that INSIST on paying by check though..when this happens, it's up to you to make a judgment call. In many states it's a CRIME to write a bad check, so you do have some recourse if they bounce one on you, but our recommendation is to try to collect cash, or payment by credit card. And you need to remember you want to have them on a recurring plan.

Q: Can I change the pricing?

A: You can charge whatever you want. Just make sure that you cover your costs.

Q: What if they don't want to do a monthly contract?

A: You can do it on a pay per use type deal. However, when we do this, we charge MORE money as a way to try and get them into a monthly or weekly arrangement. I recommend that if you do it on a pay per use deal... you still get your setup fee to (add them to the system) ;)

Q: Don't I look like an idiot saying they need to go online and complete the setup via PayPal?

A: No...You don't. They (PayPal, 2checkout, authorize.net, clickbank, whatever) are your payment processor. If they want to get the lowest prices possible they will sign up for the recurring option at your page online. If they want to pay per use... collect the setup fee now via check and call it a day. Tell them to either send a check when they need a message broadcast completed. Or pay using your one time payment option on your site. But make another button on your site that is for Pay Per Use option that costs more. Almost ever place these days has access to the internet at their business. So you can even walk them through making payment right then if they make the "wise choice."