



# THE DIGITAL PAYMENTS *REVOLUTION*

The Playbook On How To  
Tap Into The **NEW** Residual  
Income Model For  
The **NEW** Digital Economy

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# **THE DIGITAL PAYMENTS REVOLUTION**

## **OVERVIEW**

We are pleased and delighted that you have taken the wise initiative to make the much-needed giant leap into the most lucrative residual income opportunity that very few people know about—until now. This is a REAL business that you get to call your own. Unlike Network Marketing or Affiliate Driven sales, you OWN your digital payments agency. You are not working for us or anyone else. You do have the option to work ALONGSIDE us and use our powerful brand in the industry to build your brand.

There are many ways that you can become successful, wealthy, and happy in owning your own business, but most ways other than digital payments are difficult to implement, have a limited pool of customers, and they often times have a reset button. Digital Payments is REAL RESIDUAL Income.

### ***The Truth About Residual Income...***

**Every person we meet has one thing in common. They want to create residual income.**

Now, everyone has a different reason for wanting it...

Some people want to have money to retire on and not have to downsize their life.

Some people want to focus on giving back to others without worrying about paying their bills.

Some people want to pay their car bill or mortgage and reduce their stress.

But the reality is...

### ***The Way Most People Try to Create Residual Income Is Dead...***

**Don't be like most people. The majority is usually always wrong...**

You see, most people think residual income is created through Network Marketing or MLM. Now don't get us wrong, we know lots of great people in the Network Marketing field and there are some really good companies out there.

But frankly, and contrary to popular belief, that's NOT real residual income...

People come and go. Very few stay with any one product for long nowadays. Companies change compensation plans. MANY go out of business. And today, a record number of them are being shut down by the FTC.

Have you ever tried to create residual income with a Network Marketing company? Most people have...

It's an endless cycle of recruiting, pitching friends and family, supporting people, three-way calls, events, monthly auto ships, people leaving your team, compensation plan changes... you get the picture.

Bottom line: It is THE most exhausting residual income on earth. And it is THE most unstable residual income of all.

The average person we found makes about \$149 in residual income. And that's not per month, by the way. That's \$149 per year"! Yes, you read that right.

### ***REAL Residual Income...***

**Do you know the main reason it's so hard? Because you are pitching products and services to "NON business owners." Read that again. It's the single biggest lesson here.**

Everyday people change their minds and switch products they use as much as we change our shoes. And today, more than ever, with the Internet and Amazon, there is essentially ZERO product loyalty anymore.

You are pitching something they might want, but don't need! And you are having to convince them they should buy!

That's the hardest pitch of all. Yet many of the business opportunities being sold are teaching this day in and day out. No wonder the average residual income is less than \$200 PER YEAR.

This is the exact opposite of what we do and what we are about to show you here today...

Real residual income is created by placing an ASSET somewhere that provides a service and then that asset makes sales 24 hours per day, 7 days per week even while you sleep.

Let me give you an example...

If you buy a rental property that's an asset. You then rent it to someone and that house pays you rent every single month.

If you own an ATM machine at a great location, that's an asset. You buy one, put it in a grocery store and when people withdraw money you get a small percentage of each transaction.

These are two examples of REAL Residual Income.

But here's the thing... Those businesses cost a lot of money to start. And most people just don't have it.

There's a better way. A new frontier. And the best part is, very few people know about it...

### ***The Most Lucrative Business on Earth?***

Today we want to share with you the exact business model we've used to create a stable "6-figure PER MONTH" residual income (not PER YEAR) in an industry that very few are even aware of...

Keyword here: ***Stable***.

It's pretty simple actually...

It's through an industry called ***Digital Payments***.

Digital Payments simply means, credit card processing services that allows businesses to accept transactions through credit and debit cards, as well as mobile payments.

Can you think of a business that ***does not*** accept credit cards today, or isn't dying to? Every business needs to accept credit cards today or they fall behind.

Now, how do you think they get those little swipe machines or terminals you stick your credit card into to buy a coffee or online merchandise? How do you think people are able to collect payments on a web site on the Internet or sell things online?

Through people like us: ***Digital Payment Agents***.

As the world goes ***cashless***, THIS little-known industry is where the smart money is securing their next fortune...

***"There is a definite push in the retail world to move away from cash-based transactions. That means the merchant service industry will continue to flourish, especially as more of the developing world transitions into developed economies."***  
– Business Insider

For the last 20 years we've been quietly building an empire of residual income that comes from EVERY time someone buys something with a credit card.

Put it this way, every time somebody swipes a card, we get paid. And since we are moving to a "cashless" society, this giant opportunity keeps getting bigger and bigger and bigger...

*“Cash is on the decline for merchants globally. 67% of merchants say that they will likely be completely cashless in the near future.”*

– American Express

The average business that we introduce credit card processing services and solutions to makes us about \$500 “per month” on average. Some are \$100 per month but others can be over \$1,000 per month or more.

Think about that... Just three businesses can be a car payment or a mortgage or a school tuition bill every single month! It’s amazing.

Businesses NEED these payment processing services today more than ever. And as we become a cashless society, the demand for additional services is exploding.

And the best part...

It does not cost a business owner ANYTHING to get these services, add new ones, or switch providers. It’s a totally free sign up process. And 99% of the time, due to our banking relationships, we can SAVE them a ton of money in fees.

So, we literally make money by giving business more of their money back.

How’s that for an irresistible offer?

And there are MILLIONS of businesses in the US alone. Everywhere we shop, we play, we dine...EVERYWHERE. And they all want to accept credit cards. And the ones that already do, want to save money with better programs and lower fees, which we have access to...

*“The world of digital payments — both from consumers to businesses and between businesses — is evolving faster than ever before. Merchant service providers (Digital Payment Agents) are poised to thrive in the years ahead as the payments ecosystem becomes increasingly digital.”*

– Forbes

So after 20 years of amassing a small fortune behind the scenes in this lucrative industry, we’ve put together a private community called, **Payments Authority** and we’ve just released “The Playbook” which you have in your hands now on how anyone with drive and ambition can tap into and what many feel is THE most lucrative industry on earth...

*Just so we are clear on why this the greatest REAL business to own on earth—let's define why Residual Income is the only way to live your life IF you want security and stability.*

*Passive Income vs. Residual Income*

Income refers to money a person or business entity receives in exchange for providing a service or when making an investment. Two types of income are passive and residual income. Although these terms are often used interchangeably, they are fundamentally different. While residual income may be passive, passive income isn't always residual. Passive income is money earned from an enterprise that has little or no ongoing effort involved. Residual income is not actually a type of income, but rather a calculation that determines how much discretionary money an individual or entity has available to spend after financial obligations or bills are paid.

\*\* To simplify this even further, Residual income keeps building month after month and doesn't "reset" every time a job is completed. Residual income is a steady stream of earned cash from a previous sale. In the industry we are about to explore with you, you are paid residual income on every sale that a business makes. The cash keeps adding up month after month, transaction after transaction.





## What will your dream “office” look like?

**When you become a digital payments expert, you will soon realize that this is perhaps the only side hustle in the entire world that you have at your disposal in order to quickly and easily start, operate, and thrive in a business that can be learned by ANYONE, AT AGE ANY AND FROM EVERY WALK OF LIFE WITH VERY LITTLE COST TO OPERATE.**

Rather than learning more and more information on a regular basis that will probably never really propel you to the type of financial success, financial freedom, and happiness you desire, Digital Payments takes a completely unique approach.

This program will teach you exactly how you can quickly and easily make the smooth transition from working for someone else to working for yourself.

Everything in this program will help get you started. You will learn exactly what it takes to be successful as a Digital Payments Expert. Unless you own your own business, you are securing someone else's future.

There's no more dreaming about being successful and fulfilled. No wishing and brain washing as with some other programs. Now you can learn a real skill that doesn't require a college education or a formal license. Your pool of potential customers is



endless. Remember, in digital payments, you are providing a service that nearly every single business needs---The ability to accept credit card payments both online, over the phone, or in person.

More importantly, all the work you put into starting your own business will be worth it BECAUSE IT IS YOUR FUTURE.

One thing we must point out is that it is very important that you do not skip steps.

**Take EVERYTHING that you learn in our online course, Payments Authority and put it to immediate use, even if you believe that it's not necessary, because trust me, it is.**

We would not have included it in our training program if it wasn't vital information.

## **My Life-CHANGING TRUE STORY!**

I'M AN A.D.D WASTE CASE

Here is to the teacher who told me to drop out of school and be a waitress since I could not sit still in her class.

Elementary School: I had ADD, but there was not a "name" for it yet. I could not sit in my desk. I begged my teachers to please let me stand up or walk around when I had to do work. I had piles of torn up little pieces of paper on my desk. It was torture. I was called "disruptive".

High School: I had teachers who embraced me. My Biology teacher and my Law teacher. I begged them to let me walk around campus instead of being in class. If I got anything less than an A on my homework or tests, I would stop doing it. I would study and read while I walked.

Although I was getting A's, Ms. S#\$^\$(I did not want to publish her name to protect her identity) didn't like how distracted I was in her English class. One day, she said "Patricia, why don't you drop out of school and become a waitress. It fits you. You're a waste case in my class."

What she did not understand was that I literally could not "sit" in her class. I needed space. I needed to walk around. I wanted to focus on her words, but I could not do it. What she said crushed me. I felt like a failure and a loser. More than anything. She

absolutely humiliated me.

I recall the day as if it was yesterday. I was going to prove Ms #^\$ wrong. I never questioned my intelligence. I never had to study for hours to get an A. I could read something once, and it was in my brain. My concern was why I could not be like everyone else and sit inside that box they called a classroom.

Fast forward to today.

I met my significant other who could be my carbon copy twin in terms of “requiring” a mobile working environment and who also did poorly in school because he could not focus on schoolwork and knew he could never be someone’s employee forever.

Now as Founders of a thriving digital payments consulting firm, Co-founders of two merchant service companies and now payments authority, neither of us have worked in an “office” for 12 plus years. Our office is everywhere. It’s on an island in Hawaii. It’s on a golf course in Scotland. It’s anywhere we want it to be. Our job does not start at 9 and end at 5. It is every hour, and every day, and we love it. Payments embraced our limitations- if we want to call it that.

## **REAL LIFE NIGHTMARES**

Here’s something that is really frightening but very true. Brace yourself. It’s important that I share this with you.

**One of my business associate’s parents both have bachelor’s degrees and had worked in their respective fields for years as they climbed the corporate ladder.**

His mother’s name was Joan and his father’s name was William.



Joan had been on her same job as the Supervisor of a national insurance company for nearly 25 years when upper management decided they no longer need her services. She was just 2 years away from qualifying for full retirement at the age of just 56.

This put her in a position to only receive 25% of her salary in her retirement monthly earnings rather than her entire 80% that was promised for the rest of her life.

His father's story is even more disturbing.

He worked as an Insurance Adjuster for a national company for 21 years until he was eventually "Fired" just 11 months before reaching full retirement status approximately 1 year after winning the "Adjuster of the Year Award" for his region.

This tells you that his job was always done correctly and that he was one of the absolute best in the business, yet they still managed to come up with a bogus reason to not just lay him off, but to actually fire him.

They hired attorneys and attempted to fight for their rights because what had been done to them was far from fair.

However, in the end, they lost the battle and were awarded nothing extra. All of their years of hard work, education and building someone else's dream left them with almost nothing.

Unfortunately, this happens all the time.

We are taught as kids that hard work will be rewarded. Yet many times in business, hard work really equates to what you have done for your employer today. You end up losing just like the masses that came before you.

We all know someone this scenario has happened to. Trust me; you do not want this to happen to you!

Working an entire lifetime to help build someone else's dream and make them rich is not what we were put on this earth for. We were intended to be happy, wealthy, and achieve our own personal dreams.

## **REAL FINANCIAL FREEDOM – LIVING THE DREAM**

Do you know what REAL financial Freedom is?

Most people believe that financial freedom is simply not having to worry about how you will pay your bills.

**It's always said that as long as you have MONEY and a large income, that you have financial freedom, but this is actually not true.**



Let me break this down for you.

There are actually 3 different terms that are closely related to real “Financial Freedom” but are not the same thing.

### **Financial Stability**

The first term is **“Financial Stability”** which actually means to be stable in your “Current” financial state.

This means that at the moment, you either have or are earning enough MONEY to support your currently lifestyle, bills, and expenses.

**This is a good thing, but it's still not quite what you're looking for because this could be snatched away at any moment.**

- What if you're fired, laid off, or your job is terminated?
- What if you fall ill and are unable to work anymore?
- What if the company decides to go in another direction in which you can't help?

There are a number of things that could happen that could land you in the poor house almost overnight!

### **Financial Security**

The second term that I'd like to discuss is **“Financial Security”**.

This is also a good thing, but it doesn't cover everything you need in order to live the life that you were intended to live. This means that you are secure in your finances and you don't really have to do too much worrying about or possibly any worrying about being able to support your lifestyle (a GREAT lifestyle) now or in the near future.

However, it doesn't mean that you are actually **“Happy”** with what you do for a living.

**Most people that have jobs that pay 6-7 figures annually absolutely hate their jobs and dread going daily.**

This is not what financial freedom is all about.

### **Financial Freedom**

The third and final term is real **“Financial Freedom”**.

This is exactly what **YOU** need in your life. This means that you have financial stability, financial security, and most importantly the freedom to do what you want to do when you want to do it by means of earning huge loads of wealth. Sure, it’s great to have a well-paying job even if you hate it.

Most people hate their job and make very little money, but what if you could spend time doing what you love, earn more money than you can imagine, and have more free time than those that are unemployed with your very own business?

This is what we call TRUE financial freedom. It’s being free from all the burdens that are associated with finances at all costs.

Think about it.

The only reason that someone would have to work a job that they hate or even slightly dislike is for money purposes, correct?

This is why you need a “Business” that will allow you to do what you love and still earn insane amounts of money with unlimited success potential.

## **BEING A DIGITAL PAYMENTS EXPERT= OFFERING CREDIT CARD PROCESSING SOLUTIONS TO BUSINESSES**

Merchant processing is the acceptance, processing, and settlement of payment transactions for merchants. A bank that contracts with (or acquires) merchants is called an acquiring bank, merchant bank, or acquirer. Acquiring banks sign up merchants to accept payment cards for the network and also arrange processing services for merchants. They can contract directly with the merchant or indirectly through agent banks or other third parties.

WAIT! Don’t let this above paragraph scare you. We have taught people just like you, who have zero experience or knowledge of these terms or words become very successful and wealthy Digital Payments Experts.

It’s true!



One of the biggest mistakes new and established merchant agents make is trying to learn everything. While it is important to be knowledgeable about what you are selling, DO NOT try to learn everything about the payments industry. After 20 years in the business, we never pretend to know everything. What makes digital payments so exciting is that it is always evolving. You will learn some of the more important merchant service terms that you will use in conversations with merchants. Your real training begins inside the private Payments Authority member's area and in our private Facebook groups. That's where your training will continue. You can learn the entire glossary as you go through the courses. There is nothing wrong with that. Just do not feel that you NEED to know all the terms to be an extraordinarily successful expert.

**STOP!** Before you read this next section, remember what we just told you. You will get to understand the basics of this very real business. You will be armed with enough knowledge to get out there and start earning residual income. Then you will have the ability to learn as much about the industry as you want. This is advanced high-level information that can sit in the back of your brain.

The payment networks are the center of the cardholder transaction process and maintain the flow of information and funds between issuing banks and acquiring banks. In a typical cardholder transaction, the transaction data first moves from the merchant to the acquiring bank (and through its card processor, if applicable), then to the Associations, and finally to the issuing bank (and through its card processor, if applicable). The issuing bank ultimately bills the cardholder for the amount of the sale. Clearing is the term used to refer to the successful transmission of the sales transaction data. At this point, no money has changed hands; rather, only financial liability has shifted.

The merchant, however, needs to be paid for the sale. Settlement is the term used to refer to the exchange of the actual funds for the transaction and its associated fees. Funds to cover the transaction and pay the merchant flow in the opposite direction: from the issuing bank to the Associations, to the acquiring bank, and finally to the merchant. The merchant typically receives funds within a few days of the sales transaction.

Step 1: The consumer pays a merchant with a credit card.

Steps 2 and 3: The merchant then electronically transmits the data through the applicable Association's electronic network to the issuing bank for authorization.

Steps 4, 5, and 6: If approved, the merchant receives authorization to capture the transaction, and the cardholder accepts liability, usually by signing the sales slip.



Steps 7 and 8: The merchant receives payment, net of fees, by submitting the captured credit card transactions to its bank (the acquiring bank) in batches or at the end of the day 14.

Steps 9 and 10: The acquiring bank forwards the sales draft data to the applicable Association, which in turn forwards the data to the issuing bank.

The Association determines each bank's net debit position. The Association's settlement financial institution coordinates issuing and acquiring settlement positions. Members with net debit positions (normally the issuing banks) send funds to the Association's settlement financial institution, which transmits owed funds to the receiving bank (generally the acquiring banks).

Step 11: The settlement process takes place using a separate payment network such as Fedwire.

Step 12: The issuing bank presents the transaction on the cardholder's next billing statement.

Step 13: The cardholder pays the bank, either in full or via monthly payments

## **DIGITAL PAYMENTS GLOSSARY**

At Payments Authority, we have a unique and successful approach to becoming a Digital Payments Expert who *CLOSES DEALS AND KEEPS CUSTOMERS + KEEPS CLIENTS LONG TERM*. You will learn everything you need to know about digital payments as well as how to market yourself, personal development, and more.

Here is a little sample of definitions you will need to learn when you start your own digital payments agency.

### *Key terminology*

**Cardholder-** A person who has a credit card or debit card.

**Credit Card-** This is a type of bank card that can be widely used all around the world as a form of payment. The credit card holder must then reimburse the credit card company for the total sales the holder had charged on that particular credit card.

**Credit History-** A partial profile of your financial life given within a particular time frame (usually measured in years). It shows the extent to which you pay your bills on time and how much you may owe parties.

**Internet Commerce-** A term that covers all commercial transaction activity on the Internet

**Merchant services-** is a category of financial services in the United States that is used by businesses. Merchant services are authorized financial services that allow a business to accept credit card or bank debit card transactions using online ordering or point of sales systems.

**Merchant Account –** This is issued by the merchant service company. A merchant account is a type of bank account that allows businesses to accept payments in multiple ways, typically debit or credit cards. A merchant account is established under an agreement between an acceptor and a merchant acquiring bank for the settlement of payment card transactions.

**!!!!THIS IS WHERE YOU MAKE YOUR MONEY!!! Merchant Service Fee-** Merchant fees are money charged by a merchant service to a vendor for processing credit card transactions. Merchant fees are calculated as a percentage of each credit card sale. ... Merchant fees are money charged by a merchant service to a vendor for processing credit card transactions.

**Point of Sale-** Location in a merchant establishment at which the sale is conducted by payment for goods or services received.

There is so much more to learn inside the Payments Authority platform. This is just the beginning of your new business—one that you own and one that you love.

## **BUSINESS OWNER SATISFACTION RATES**

There's no need in getting technical with big numbers and statistics.

The bottom line is that there are two types of business owners. There are those that are happy and those that are unhappy.



*The reason for this is very simple.*

*Those business owners who choose a business that they absolutely love and are earning more profits than they know what to do with are incredibly happy.*

Those business owners that decided to open up a business simply for profits rather than fun as well and aren't profiting very well are unhappy.

This is why it's important to pay very close attention to why and how to start your business. It is not always about the money.

As long as you follow the correct formula there's no need to worry because WE can promise you that the money will come!

### **Traditional Employment**

Needless to say, traditional employment is definitely NOT the way to go if you are looking for happiness and financial freedom.

Having a job is necessary if you don't have anything else going for you financially as most others, but this definitely can and needs to be fixed immediately!

# **SELF-MADE MILLIONAIRE STATISTICS**

They are not successful because they are “**Great**” or because they’ve worked harder than everyone else.

It’s because they are using a winning business formula (Even if they didn’t know it) that is 100% guaranteed to work like a charm every single time.

The average self-made millionaire has had approximately 13 failed business ventures, but they didn’t give up. After continuing to discover what “Does not” work they were all eventually able to discover exactly what “**Does**” work.

It’s inevitable that getting an education is a very good thing and should increase your chances of earning more money, but most millionaires and even billionaires either dropped out of high school or dropped out of college.



Most of these millionaires and even billionaires have followed the same concept for starting a successful business as you are going to do.

# **TOP 5 REASONS TO BECOME A DIGITAL PAYMENTS EXPERT**

## **Reason #1 – You Can Find Freedom**

The best reason to become a digital payments expert is to become your own boss. Surely you have had times when you have said if you were the boss, things would be different. Well, you can have that difference once you start your own business.

## **Reason #2 – There is an endless pool of potential business**

Every business who accepts a credit card is your potential customer—anywhere in the world. Think of all the new businesses who open up in the area you live. Think of all the people you meet or know who have businesses. Think of how many people are setting up online stores. The opportunity is literally endless in digital payments.

## **Reason #3 - Keep all the profits**

You own the company. This is your business which means all the profits go into your pocket. When/if you want to have referral partnerships, you decide how much to pay them. You are building your own future.

## **Reason #4 - Determine your own hours**

As the owner of your own digital payments agency, you can control your work hours. We are in digital payments and travel the world, play golf during the day, and build our work schedule around OUR life. You can name your own hours and make more time for your family and vacations. Of course, these things would be discretionary but you can decide instead of having a boss decide it for you.

## **Reason #5 -You Will Build a Source of Pride**

Pride isn't just a deadly sin—in healthy doses, it bolsters your self-worth and lets you take credit when you achieve something worthwhile (like creating a successful company).

Starting a small business is no small venture. You'll pay for it in sweat, working hard to move onward. But that's okay because entrepreneurs don't shrink from effort or retreat from challenge. We aim to do big things.

*“Individuals that pursue entrepreneurial careers are significantly higher in achievement motivation than individuals that pursue other types of careers.”*

## **THE DIGITAL PAYMENTS REVOLUTION —**

## **UNDERSTANDING THE SCOPE OF THE**

## **MERCHANT PROCESSING INDUSTRY**

Now that the foundation is in place, it is time to get to the good part!

There are no participation trophies in entrepreneurship. When you succeed, you'll know it's worth celebrating.

### **WHERE THE BIG MONEY IS SITTING**

As we discuss within the Payments Authority member area, becoming a GREAT Digital Payments Expert requires hearing the same information many times over in many ways. This industry is a lot like golf where every golf course is different and each situation requires a different golf club. Becoming great in this business requires you to learn how to adjust to situations as they come—NOT learning everything at once. That is what keeps it fun and exciting! Let's do a quick recap on what payment processing is. Before you can close high margin merchants, you do need to have a strong understanding of the payments space. The great news for you is that WE (Payments Authority) love closing high margin deals and offer packages where we come in and close the deals for you. For the time being, you must focus on getting in the doors of these companies. We will then guide you through the process of getting the statements, selecting the right products and services for them, which banks to board them at and more. The industry is forever changing. You will learn as you go.



The world of payment processing can be a confusing place to map out. If it was easy, everyone would be doing it. We don't want that.

We want to teach a select group of people who have no previous knowledge of the business and have them become wildly successful in a very lucrative industry.

**READY. SET. GO>>>>** Here is some of that advanced lingo we mentioned a few pages back. This is just information that you will learn about as you move through the training in Payments Authority.

### **Card networks**

Card networks Visa, MasterCard, American Express, and Discover sit at the center of the payment industry, facilitating transactions among consumers, merchants, processors, and banks. These companies supply the electronic networks that allow all the players to communicate and process transactions. For their trouble, they charge fees to the financial institutions involved in transactions based on total transaction volume (rather than on a per-transaction basis). That's why some people liken their function to the payments industry's tollbooth.

### **How card networks make money**

Card networks—for simplicity in this explanation, let's say Visa—receive fees from the issuing and acquiring financial institutions. Visa makes money by collecting a small percentage of total transaction volume, rather than by charging a fee on each transaction. But it also sets and doles out the rest of the fee paid by the merchant to the other players. While this percentage may seem nominal, billions of transactions processed each year (with minimal overhead) add up to a very profitable industry. What's more, a network like Visa's entrenched partnerships and critical technologies create high barriers to entry for new players. Established card networks also have low marginal costs to continue operating, making them attractive business models.

### **Card issuers**

Card issuers are financial institutions that provide card network payment cards to consumers. So, for example, Capital One might issue a Visa card. These institutions also issue payment to the merchant bank (also called the acquiring bank) on behalf of its customers, the buyers in any given transaction.

### **How card issuers make money**

On each transaction, the card issuer—let's say Capital One—receives an interchange fee from the merchant acquirer, like Chase Paymentech, Wells Fargo, or First Data, which work directly with the merchant. The interchange fee is set by the card network, and the

amount tends to be highly variable, based on a combination of factors such as card type, transaction type, merchant type, and level of risk for the given transaction.

### **Merchant acquirers**

For merchants to accept payments, they must work with financial institutions. In the payments world, these institutions are referred to as merchant acquirers. These come in a few different forms: Either payment processors or Independent Sales Organizations.

### **Processors**

Processors are technological systems that work with banks and card networks to help merchants accept and process credit, debit, and prepaid payments. They verify transaction details, ensure funds are available, and perform certain anti-fraud measures. Processors may be associated with banks, like Chase or Bank of America, or they can be independent, like First Data and Vantiv. They're distinguished by their technical ability to carry out transactions. To add to the complications, processors sometimes use ISOs to sell their services, despite their competitive nature.

#### *How processors make money*

Processors make most of their money from:

- Accepting and processing payments
- Settlement of funds
- Certain processors also work with financial institutions to integrate other services

For merchant services, revenue is driven by the number of transactions and the dollar amount of sales volume. Fees may be based on the merchant discount rate, which is a percentage of the sale amount, or be a fixed fee per transaction. Financial institution service fees are either fixed per transaction or volume-driven based on value-added services.

### **ISOs**

Independent Sales Organizations (ISOs) act as intermediaries between merchants and their banks, essentially reselling the services of processors.

As payment gateways, they ensure the secure transfer of the transaction data. They also service merchant bank accounts and might create the relationship between a merchant and bank in the first place. ISOs also lease point-of-sale terminals to merchants and may service customers who have problems with their cards. Because an ISO is not a bank, it does not physically manage merchants' money and is also not regulated in the same way. This is part of the reason why much of the innovation in the payments space has been around ISOs.

### *How ISOs make money (THIS IS WHERE YOU MAKE MONEY!)*

ISOs make money in a number of ways—similar to the number of functions they perform. Their fees also vary, depending on the contracts they have. ISOs are paid the remainder of the merchant discount after the card issuer, network, and merchant acquirers get theirs.

### ***Current Processing Methods***

Gone are the days of merchants only accepting cash, checks, or swiping credit cards and then having to wait days, sometimes weeks, for the funds to become available in your account. Additionally, these traditional payment processing methods came with additional fees, such as processing fees or leasing equipment.

Processing payments have become increasingly convenient, for both the merchant and customer and affordable – especially if you accept global payments.

With that in mind, here are the most common processing methods for merchants:

#### **Point-of-sale (POS) Credit Card Processing**

These are the terminals that allow customers to make credit card payments. This processing method is commonly associated with traditional retail and countertop card machines.

#### **Credit Card Swipers or Readers**

These are small electronic devices that read the customer's account information that has been embedded inside the magnetic stripe of cards.

This is typically used for in-person transactions. Companies like Square have a great easy to use product, but the processing fees are typically NOT favorable. Square, for example, charges 2.75 percent and 3.5 percent + \$0.15 for manually entering credit card transactions.

#### **EMV Chip Readers**

#### **Mobile Payment Processing**

As mentioned above, mobile POS devices have allowed merchants to leave their traditional POS systems behind so that they can complete transactions wherever they like, particularly for food truck owners or merchants at farmer's markets. Additionally, mobile payment processing can be also beneficial to brick-and-mortar merchants thanks to NFC technology.

“Most major players in the mobile device industry have delivered their own versions of the digital (or mobile) wallet (e.g. Apple Pay, Android Pay and Samsung Pay). With Apple Pay reporting a growth of one million new users per week, there are strong signs that many consumers prefer this method of payment,” adds Blum. “Digital wallets are quickly becoming the norm, particularly among millennials. Because digital wallet payments are faster than using EMV or traditional swipe credit cards, users are quickly converted and want their purchases to be seamless and fast wherever they go.

### **Payment Gateway**

If you accept payments online, then a payment gateway, such as Authorize.net, USAepay and NMI are typically used to process a transaction online.

By using a payment application on your website, customers can securely and quickly enter their payment information to complete a transaction.

### **Virtual Terminals**

Virtual terminals are basically an online version of a traditional POS system and are important for small businesses like mail-order telephone merchants and at-home workers. Unlike payment gateways that process the payment for you, virtual terminals allow merchants to process the payment themselves. There’s no expensive hardware or software to purchase either.

As with payment gateways, you’ll have to create a merchant account. Many payment gateways also feature virtual terminals.

### **ACH**

Merchants can also choose to process eChecks by using the Automated Clearing House. Previously, it took several days to process eChecks, but NACHA has adopted a rule for same-day ACH.

### ***Fintech Innovations***

It’s anticipated that by 2025, 75 percent of all transactions will be made without cash. As Sandra Wrobel-Konior, content marketing manager at SecurionPay, writes, “Consumers around the world understand the benefits of mobile payments” and expect the checkout process to be easy, convenient, made with one-click, and user-friendly. Unfortunately, “many retailers are not prepared to provide mobile users with high quality and well-designed websites or apps.”

“FinTech solutions are here to answer online retailers and customers’ needs. Innovation brings enormous changes and lots of benefits for both merchants and customers,” says Wrobel-Konior.

“We can observe the growing number of innovations in mobile payments. For instance, MasterCard recently launched a program that replaces passwords with selfies. It’s a biometric authentication app which asks a customer to scan his face to pay. The company also announced testing other authentication methods, such as facial identification, voice recognition, and cardiac rhythm.”

Due’s Miranda Marquit suggests that with FinTech business owners can start accepting electronic and blockchain payments, as well as manage your compliance – which ultimately will make processing payments more convenient and affordable.

## **LOOK AT THESE STATISTICS! DON’T MISS OUT ON A REAL BUSINESS OPPORTUNITY THAT IS GROWING!**

Here are some interesting Merchant Service Industry Statistics from industry insider Brandon Gaille. Again, we don’t want you to clog your brain with all this data. You don’t have to remember it. It’s simply for you to have some additional industry knowledge.

#1. Almost every merchant pays the same fees for interchange. The only way to get a discount is for a business to process over 82 million transactions every year. That translates to a volume of about \$5 billion. (Forbes)

#2. There are currently about 160 million consumers in the United States who hold at least one card that can be processed for transactions. (CFPB)

#3. In 2017, there were 14.4 billion credit cards held by consumers. In 2012, there were only 8.6 billion credit cards issued. (Nilson Report)

#4. Visa is the top card network in the United States, providing \$1.54 trillion in transaction processing. MasterCard and American Express each process about \$700 billion in transactions each year. Discover processes about \$120 billion in transactions. (Nilson Report)

#5. The leading issuer of credit cards in the United States is Citi, responsible for 17% of the cards held. Chase is responsible for 15% of the credit cards issued, while American Express is responsible for 11.2%. (Forbes)

#6. Low credit scores do not dictate the number of credit cards held. If a consumer has a credit score of 620, then they have at least 4 active credit cards that they are using. (CFPB)

#7. More than 500,000 applications for credit cards are processed by elements of the merchant service industry every day in the United States. (CFPB)

#8. The **average balance** on a **credit** card is now almost \$6,200, and the **typical American** holds four **credit** cards, according to the **credit** bureau Experian. **Credit** card issuers are also giving Americans more room to run up debt, boosting the **typical credit limit** by 20% over the last decade to \$31,000.

#9. Online payments in the United States have grown 4 times more than retail payments within the merchant service industry. (U.S. Census Bureau)

#10. 90% of consumers have made at least one online purchase which created an interaction with the merchant service industry within the past 12 months. 70% of consumers said that they have made at least 3 purchases. (American Express)

#11. 50% of U.S. consumers say that they have increased the frequency in which they make online purchases over the past 12 months. (American Express)

#12. The average number of online transactions that are initiated per person is 19. (KPMG)

#13. Consumers in the United States spend up to 18% more than they intend when they are shopping with credit cards instead of cash. (Dun and Bradstreet)

#14. 25% of the global card transaction volume is initiated within the United States. The U.S. is also responsible for almost 50% of the global credit card fraud cases that are reported each year. (Quartz)

#15. From 2013-2020, the costs of credit card fraud have increased by 39%. In 2016, 58% of all total credit card fraud cases were online transactions, the first time in history that was the case. (Federal Reserve)

#16. Up to 90% of the credit card fraud cases for a business involve what is called “friendly fraud.” This occurs when a service or product is provided, only to have false information or invalid credit card information provided when asked for payment. (Ethoca Research Report)

#17. Only 10% of U.S. consumers say that they are “very confident” in the ability of a website to keep their credit card data secure. (Pew Research Center)

#18. 70% of consumers decide on a payment, with or without the merchant service industry, based on what they think will be the most secure payment method they can use. (Cardtronics)

#19. 1 in 3 consumers have abandoned an online purchase because they felt like their payment wouldn’t be secure. These are consumers who made at least 3 online purchases each year. (American Express)



#20. Just 53% of merchants are requiring their customers to enter the CVV information as part of the transaction. (American Express)

#21. 61% of merchants still accept a transaction, even if a verified billing address has not been provided by the consumer. (American Express)

#22. Only 31% of businesses outsource their compliance with regulations to a third-party resource within the merchant service industry. (Reuters)

#23. Cash is on the decline for merchants globally. 67% of merchants say that they will likely be completely cashless soon. (American Express)

#24. 90% of consumers say that they like the ability to have a choice of payment methods when they are initiating a transaction at a point of sale. 73% of consumers say that the types of payment which are accepted by a business will impact (J.P. Morgan Chase)

#25. 90% of consumers in Europe say that they prefer direct debit as their primary form of payment. (BACS)

#26. Assessment fees are owed to the merchant service network for every transaction, along with interchange revenues. The combined fees can be as high as 4% of the total transaction. (Nilson Report)

#27. Credit card processing fees that were paid by U.S.-based merchants in 2019 totaled \$15 billion. (Nilson Report)

#29. 40% of small businesses say that the annual cost of bookkeeping for merchant service transactions, which can be as high as \$20,000 per year, is the worst part about business ownership. (NSBA)

## **WHY WOULDN'T YOU WANT TO BE PART OF THE FUTURE AND START MAKING REAL MONEY WITH REAL FREEDOM?**

There is a definite push in the retail world to move away from cash-based transactions. We have seen a slow, but steady, increase in the number of businesses which issue debit cards for payroll when employees do not hold a bank account instead of paying in cash. That means the merchant service industry will continue to flourish, especially as more of the developing world transitions into developed economies.

**70% of merchants, in fact, believe that they will be accepting credit card payments in 2023 and beyond.**

**You have a solution for these merchants to accept credit cards...the odds are looking pretty great for you to win business!**

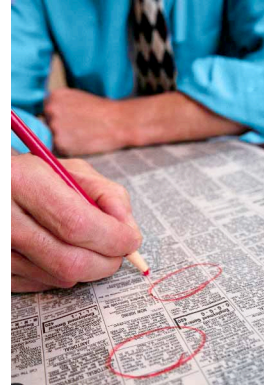
# **WHY IT'S TIME FOR YOU TO PIVOT AND BECOME A DIGITAL PAYMENTS EXPERT TODAY**

Working for someone else (even if you have a well-paying job that you actually like) will more times than not end in total devastation on your part.

Why?

Simple, because no matter how great you are at your job you will always be expendable and the company has to always make decisions on the basis of what's **BEST** for the company rather than what's fair.

If they based their company on what was fair, they'd go bankrupt quicker than you can blink your eye.



## **NEED SOME MORE NON-FLUFFY REASONS TO JOIN THE DIGITAL PAYMENTS REVOLUTION? HERE YOU GO!**

Over the last 20 years we have been secretly living the life of our dreams due to the world of digital payments.

What is digital payments?

It's an entire industry that secretly processes billions in sales every year.

And when we say "process" we literally mean "process".

We help businesses set up merchant accounts so they can accept credit and debit cards.

It's not flashy...but it's extremely lucrative.

For helping these businesses get set up, we keep a small percentage of EVERY transaction that a business makes.

Every...single...one.

Month after month.

It's almost like owning digital real estate and collecting rent each month.

And the best part is we can do it from home or on our phone anywhere in the world.

## **YOUR RESULTS**

The sky is the limit! For real. Like we said, almost every business accepts credit cards or will have no choice but to accept credit cards.

## **Someone like us gets paid on every transaction. Why shouldn't that person be you?**

We have trained digital payments experts from the ground up. Meaning, they had no previous experience in this industry. We have experts earning 40-60 per month. Yes, per month. This is with zero experience in the industry. Those earnings are not typical but they are totally possible. Many experts earn an extra 1-5k and more per month working part-time. You have to put in the work.

Ask yourself this question.

Do you want to continue to build someone else's dream or would you be happier making the REAL money with your own business?

That's pretty much a rhetorical question so WE guess you don't actually have to answer it.

**If you don't transition to starting your own business, you will realize that that after 10, 20, or maybe even 50 years of your hard work, sweat, and sacrifices that the measly retirement funds that you've built up over time just aren't worth it.**

# **SELF-EMPLOYMENT- IT'S THE ONLY WAY TO GO**

Digital Payments is definitely the way to go in terms of becoming financially free and self-full-filled but it has to be done correctly!



***If you attempt to quit your job and blindly start a new business especially without any guidance, funding, skills, or experience, there's no way that you will be successful.***

We don't mean to be negative or rude, but we **MUST** stress that you need a winning formula and you **WILL** not learn this winning formula anywhere else outside of this program.

You can go to business school and many other seminars as well as purchasing nearly every course on and offline that you can find, but I'm sure that this is the only place in which this information will be offered.

## **WHY YOU CAN'T FAIL**

We designed this program to be failure proof. We are not just selling you a course. We are IN Digital Payments. We are in the trenches with you. Every week, we will be giving you access to our life, our business, letting you leverage our brand to build your brand. We will be mentoring you through the hardships you may be facing in other areas of your life.

We are a TEAM. Your success is literally our success.

You must rely on our proven principles and working smarter.

You need a business that will allow you to do only what you love, make the rules, and that can withstand any new laws or hard hits that the economy should take.

You need true independence and that is what you are about to discover.

## **DOING WHAT YOU LOVE**

This is one of Dave's favorite topics when it comes to the core belief system, we teach in Payments Authority. You may go through our program, sign up several merchants, start earning money on their transaction and decide that Digital Payments is not your end game. It does not have to be. Since you are earning residual income on every single account you sign up, you can use our system to build up enough monthly income that it will sustain you enough to build a business that may be your ultimate passion. Then when you run into an opportunity (trust me, it will happen much more than you think), you can sign up the business and go back to doing what you love. Digital Payments is always in your back pocket. You can pull it out whenever the opportunity to presents itself.

## **ENDLESS SUCCESS POSSIBILITIES**

### **A Digital Payments Business Can Earn You Lots of Money**

You can easily earn 1, 3, 5, 10k and more monthly as a digital payments expert. It's not uncommon to earn 5-10k extra per month within one year of being in this industry. You can earn a lot more, but you will have to put the work in. If you want a REAL lifetime business that can do through your retirement, this is it.

### **You Will Learn New Skills**

When learning new skills, the sky is the limit. In fact, many people start businesses *because* they want to learn new skills. It's a dynamic way to grow your know-how. Starting a business takes more than your idea. You need the skills to make it a reality and bring in customers. Entrepreneurship lets you learn those skills as you go and apply them along the way. Plus, with digital payments, you get to learn everything without having to endure the hardships we had to face. We have paved the road for you based on the mistakes we DON'T want you to make.

***“All around the world, people are going back to school, taking online courses, mastering additional languages, etc. — all in the spirit of growth and***



***continual learning. With today's more complex business environment, learning is not just a nice thing to do — it is essential for staying on top of things.”***

### **You Can Follow Your Passion**

Whether to start a business is a decision *you* must make. There's another thing *you* get to decide: what that business does. One reason to start a business is so that your job can be something that thrills you. Most people would love to have work that centers on something they care deeply about. It's time to break out your passion.

Well, maybe.

Let's get real: not everything you enjoy could make a business that makes money. Digital Payments can get you pretty close though.

### **You Can Leverage the Internet**

The Internet is fertile soil for business growth. Digital Payments Experts can leverage the Internet to advertise, blog, find businesses who are accepting credit card payments, and reach a wider audience than ever before. Fortune sums up why the web is a mighty reason to start a company:

***“There's likely been no better time to be an entrepreneur. You can reach global markets, use technology to have smaller and smarter back office operations, and all the while, continue to be nimble and create innovative products and services.”***

# **DIGITAL PAYMENTS IS A WINNING FORMULA!**

Now it is time for the good part! That is enough giving you the background information.

We felt it necessary to brief you on things and now that you have it, it is time to dive right into the winning formula of the Digital Payments Revolution.



## **BUSINESS GOALS**

Remember earlier in this e-book when we stated “**He who fails to plan, plans to fail**”?

Now we are going to be practicing what I’ve been preaching by actually planning out the “Goals” aspect of this new business of yours.

## **CREATING BUSINESS GOALS**

Creating business goals can be lots of fun. This is where you get to allow your imagination and dreams to take flight and do what they do best.



Your #1 goal is pretty obvious.

**You would like to earn enough money doing what you love with your own business so that you don't have to work for someone else any longer, correct?**

But just how much money would you like to make?

How big do you want your business to be?

How much time do you want to spend actually running your business?

These are all really great questions to consider, but you must keep in mind that you need to be very realistic and conservative in your projections.

**Business "Dreams" and business "Goals" are not the same.**

A dream is something that you would like to happen but may or may not ever happen. In fact, some dreams aren't even actually possible.

However, goals are based on what you honestly and realistically can see happening in the near future. You need to make goals based on things such as month 1, month 2, and month 3 in which you are actually making progress each and every day, week, month, and year.

Although you now have everything that you need to start the absolute **"PERFECT"** business as a Digital Payments Expert, there's still a problem that needs to be addressed.

How are you going to make a smoother, risk free transition from working for someone else to owning a business and doing what you love)?

**Even though my system is flawless when carried out correctly, there's still some margin for error in case you are unable to follow the steps exactly.**

This is why you need to cover yourself.

## **DEALING WITH YOUR DAY JOB – SCHEDULING AND MINDSET**

As of this very moment, you can't simply put in your two weeks' notice at your job. You still have bills to pay, a family to provide for, and the need for money and income right now. So just hold off on quitting your job or losing your current income.

However, if you are currently unemployed and don't currently have to work in order to take care of your responsibilities due to whatever reason, you can just dive right in and devote all your time to your new business as a Digital Payments Expert.

For those of you that don't have that rare luxury, you are going to have to continue to deal with your job in the meantime, but stay focused on the end result which is financial freedom.

This should help to get you through the day.

## **THE GRADUAL TRANSITION**

There are things that you can take advantage of within your job that will allow for you to be able to make sufficient time to build your business.

First of all, many of us have much free time in which we could be jotting down notes and planning our business every step of the way during the time period that we are actually at work.

Others can always talk to their supervisor and get your hours cut. If you're currently working 40 hours per week, see if it's possible that you could work maybe 35 hours.

This will allow for 5 hours per week and 20 whole hours per month for you to actually focus on building your adult's table without creating an extra work load.

Keep in mind that if you cut your hours, you will have to make some sacrifices financially in order to keep up your current lifestyle.

The question is this: What price are you willing to pay in order to get what you want?

Some of you may have no problem with simply coming home from a full work day and dedicating a few hours daily to this new business.

You don't have to get it all done in one single day.

In fact, taking a little extra time will actually be the best way to do it so that your thoughts and ideas get a chance to linger and become stronger.

## **SEPARATING YOURSELF FROM YOUR DAY JOB**

As you get closer and closer to finishing the Payments Authority courses and get your certification, you may need or even want to cut your hours even more. We suggest keeping your job until you build up enough residuals to comfortably leave your current work position. The best part of digital payments is that you can go at your own pace. There is no time limit to complete this course.

## **MAKING THE FULL LEAP TO BECOMING A DIGITAL PAYMENTS EXPERT**

Once you have reached the point in which it is about time to actually launch your digital payments agency, you still have options.

It is possible to never leave your job until you have actually reached financial freedom because some jobs don't require much attention from the owner.

However, if you need to dedicate most of your time, it's a good idea to start saving up your money and getting ahead on bills because you could always take a "Leave of Absence" at your job.

This will allow you several weeks or even months to run your business full time. Even though you will not be getting a paycheck from your job during this time frame, you will still have the option of returning to your job in the worst-case scenario without any penalties.

## **RUNNING YOUR BUSINESS WITHOUT RISKS**

Believe it or not, there are actual ways to run a business without any serious risks.

Many people will tell you that there are ALWAYS risks involved with business, but there doesn't have to be any serious risks.

**Of course, you always run the risk of not being as profitable as you'd like, but as long as you don't lose**



**any money or waste time, there should be no problems, correct?**

Anything that is actually worth having is definitely worth working for and building your Digital Payments company is definitely one of these types of things.

## **GETTING STARTED TODAY**

Here's what you need to do to get started in building your Digital Payments business today. Take everything that you just learned and put it into play.

It's a good idea to maybe read through this e-book or possibly even just skim through this e-book at least one more time before getting started just to be sure that you understand everything correctly.

Click the link to join Payments Authority.

<https://paymentsauthority.com/revolution/>

This is the first step in actually being the boss and making your own schedule!

Isn't this exciting?

## **FINAL THOUGHT**

Congrats! You have reached the end of Digital Payments Revolution e-book. This means that you are armed and dangerous when it comes to creating an insanely profitable business that allows you to do what you love.

You should not procrastinate or be afraid to make this transition.

The toughest part is now behind you which was making the decision to actually get started with Payments Authority. Simply by reading this e-book, you are now much closer to your goal of financial freedom.

## **MINDSET**

Be sure not to let anything discourage you or stand in your way.

**This is a proven formula for success that is responsible for six and seven figure earners. There's no reason why YOU can't reach or even beat your goals the same as others have been able to do.**

Just stay focused, stay positive, and refer back to this guide as often as you need to. This guide is to be your best friend from now on and any questions that you have can be answered more than likely as a result of this e-book.

Much to Your Success,

*Patricia and David Carlin*  
*Founders @ Payments Authority*