

Basic Steps to Selling

PhotoShelter's built-in shopping cart allows you to sell prints, products, downloads, and licenses directly from your website. All you have to do is decide how much you want to charge, determine how you want to get paid, and choose which images you want to sell. Sound too good to be true? We promise, the entire process is simple as can be. Just follow the steps below to start selling today!

1

Set Prices

Decide how much you want to charge.

Create pricing profiles to determine prices for each type of print, product, download, or license you wish to sell.

If you choose to sell a physical print or product, this is also where you'll also choose how you want to fulfill those orders.

2

Choose a Payment Processor

Determine how to receive payments.

A payment processor will allow you to receive money from clients when they purchase from you. You can choose from PayPal, Stripe, or your own merchant account (via NetBilling or Authorize.net).

Using Stripe or a merchant account

Stripe and merchant accounts offer integrated checkout solutions, allowing your clients to stay in the PhotoShelter shopping cart to complete the transaction.

Using PayPal

Clients will be routed to the PayPal site at time of checkout. But a PayPal account is not required. Clients will have the option of using a credit card without logging in.

3

Apply Pricing

Choose which images you'd like to sell.

Until you actually tell us which images you wish to price with which pricing profiles, your images will not be available for sale!

You may apply pricing in batch or one image at a time.

Start Selling!



When clients purchase from your website, we will ask them to either log into a PhotoShelter free buyer account, or proceed using the Guest Checkout option.

When you make a sale, you will receive an email from us immediately with all the details. You'll find records of all sales made in the [My Sales](#) section of your account, as well.

Post Sale The Buyer's Experience

If a download has been ordered, it will take a few minutes for us to prepare the file, and when it's ready we'll send the buyer another email that includes the download link.

If the order contains any printed products, your buyer will receive another email when the final products have shipped. This either happens automatically when one of our integrated print partners or Print Vendor Network members ships out the finished order or when you mark a self-fulfilled order as shipped. More on what the buyer sees can be found [here](#).

Charges & Fees

When you sell, you will be charged a transaction fee on the total amount of your sale. If you've sold prints via one of our integrated print partners, you will also be charged for the wholesale costs of those products (imposed by each individual print partner). Once a month we'll bill you for any transaction fees you've incurred from the prior month's sales, as well as any wholesale costs incurred from any print sales you'd made the previous month. These charges will come through on your monthly PhotoShelter statement, regardless of whether you have a monthly or annual subscription.

Your transaction fee is determined by your account

Pro: 8%

Standard: 9%

Basic: 10%

Starter: 30%

Note: Transactions fees are applied to the total amount of a sale, less any shipping or tax. So let's say you have a Basic account, which yields a 10% fee. If you price a print for \$10.00, for instance, and a buyer purchases that print (and nothing else), the transaction fee would be \$1.00.