

Square Business Checklist

1. Pre-Visit Preparation

- Locate target businesses via <https://giveandgetlocal.com/> (filter for Square users).
- Review flyer content ([p1](#) & [p2](#), will be printed/mailed to you) emphasizing LN benefits (lower fees, instant settlement, no fraud, simple/modern customer experience, global access).
- Prepare Square POS activation demo if available (*we are working on getting a Square representative to assist us*).

2. Introduction

- State: "I'm a volunteer for the Illinois Bitcoin Council (IBC), a 501(c)(6) nonprofit dedicated to fostering responsible growth and adoption of Bitcoin in Illinois through education, advocacy, and collaboration."
- Ask: "May I speak to the manager or owner about enabling Bitcoin payments on your Square Point of Sale?"
- Hand out flyer.

3. Talking Points (Reference flyer visuals; keep each under 30 seconds)

- *Lower Transaction Fees Than Credit Cards*: Lightning Network fees are fractions of a cent vs. 1.5-3.5% credit card charges, cutting costs for retailers and merchants.
- *Instant Settlement*: Payments settle in seconds, improving cash flow without waiting days.
- *No Chargebacks or Fraud Risk*: Eliminates reversal risks and fraud, serving global customers without currency conversion hassles.
- *Simple & Modern Customer Experience*: QR-code-based checkout appeals to tech-savvy shoppers; businesses accept without added complexity.
- *Global Reach & Accessibility*: Enables cross-border payments instantly, empowering Illinois retailers to reach worldwide markets.

4. Call to Action

- Guide activation: "Square now supports Bitcoin via the Lightning Network, flip the switch in your POS settings to start accepting today."
- Offer: "For free education on Bitcoin and the Lightning Network, visit the education page on our website - <https://illinoisbitcoinCouncil.org/education>."
- Suggest membership status (\$1k/yr for SMBs) to gain access to continuing education, workshops, networking, etc. - <https://illinoisbitcoinCouncil.org/membership>
- Collect contact info for IBC updates (date, business name, contact, outcomes).

5. Follow-Up

- Input info into [Square Business Tracking form](#).