



# BITCOIN COAST

GUÍA DE BITCOIN PARA  
COMERCIANTES



# **Bitcoin for Business: A Simple Guide for Merchants in El Salvador**

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# Welcome to the Bitcoin Community

This guide is for you even if you've never used Bitcoin before. You don't need to understand every detail to get started.

Vendors across El Salvador are using Bitcoin to earn more, save more, and build stronger businesses. In Berlín — the first Bitcoin city in El Salvador — adoption is so strong, it's become a worldwide destination for Bitcoin tourism. This guide shows you exactly how to start using Bitcoin to receive and make payments for your business — clearly, simply, and with confidence.

## Bitcoin: Money That Grows in Value

Bitcoin is money, real money, but digital. You can't touch it, but you use it just like the dollars in your bank app.

Many people in El Salvador confuse Bitcoin with Chivo. But Chivo is just one tool (a wallet). Bitcoin is the money. You can use any Bitcoin-enabled wallet to send and receive Bitcoin anywhere in the world.

In El Salvador, **Blink** and **Wallet of Satoshi** apps are commonly used for payments. **Aqua** app is also used for savings.

Unlike the dollar which is controlled by the United States, or the colón which was controlled by El Salvador's government, Bitcoin is not controlled by any country's government.

Bitcoin uses a network of computers around the world that keep it running without any single person or group in charge. Bitcoin is leaderless.

### ***Why does this matter?***

Think about your everyday shopping. Five years ago, how many bags of groceries could you buy with \$20? Most people remember filling a cart with that amount. Today, that same \$20 might only buy two small bags. This is inflation - your dollars buy less over time.

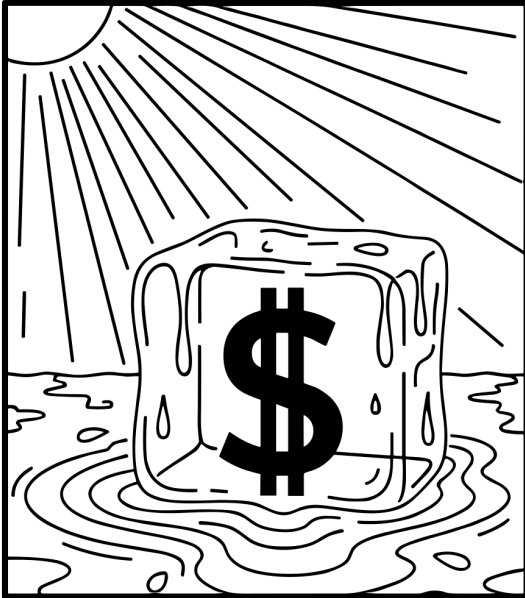
Bitcoin works differently. Unlike dollars which lose value every year:

- If you saved \$20 worth of Bitcoin five years ago, it would be worth about **\$200 today**
- The same \$20 in cash would still be \$20, but buys much less (inflation)
- This means Bitcoin savers (holders) saw their money **grow stronger, not weaker**

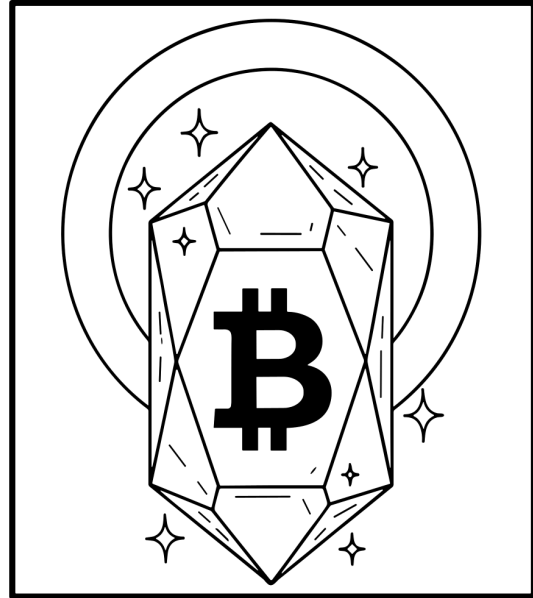
While Bitcoin's price moves up and down from day to day, looking at the bigger picture shows it has grown tremendously over time.



## INFLATION



## SCARCITY



Bitcoin's value is increasing because:

- It is useful to more and more people
- It cannot be inflated or printed by governments

This is why many merchants now see Bitcoin as hope for their future.

If you need stability for your daily operations, wallets like Blink let you keep your balance in "stable sats" (dollars). This gives you the best of both worlds – stability for your daily business expenses and the opportunity to save a small portion in Bitcoin for long-term growth.

Many vendors started by saving just a few dollars worth of Bitcoin per week. Some have used these savings to buy motorcycles, invest in better equipment for their business, or have emergency funds when needed. Even saving \$3-5 per week can grow meaningfully over time.

Remember: You don't need to understand everything about Bitcoin to benefit from it. Just like your mobile phone, you don't have to understand everything about it to make a call. Try saving a small amount and see for yourself how it works.

## Why Accept Bitcoin?

People ask: *Why should I accept Bitcoin?* The answer is simple: because it can help you and your business. In addition to being money that grows stronger while dollars grow weaker, here are many other reasons to accept Bitcoin:

- **No card machine or approval needed.** Bitcoin goes direct to your phone without delay.
- **Avoid credit card fees.** In Bitcoin fees are paid by the sender (customer) - not you.
- **No need to give change.** Customers scan and pay the exact amount. You save time, and you don't lose a sale just because you can't break a large bill.
- **More sales.** Tourists and locals look for Bitcoin-friendly places. Don't lose a customer just because they don't have cash.
- **Free advertising.** By accepting Bitcoin, your business will appear on "Bitcoin Accepted Here" maps used by Bitcoin tourists and locals.
- **It helps you save.** Many vendors say: if I have cash, I spend it. If I get Bitcoin, I leave it alone.
- **Money stays local.** When you spend Bitcoin in your community, it stays there. That's good for everyone in your area.
- **It gives you options.** Keep it, convert it, or use it to pay bills. No permission needed.
- **It gives you hope.** A little saved over time can grow. Business owners have saved for emergencies, motorcycles, and even land. See section 9 for more information

Business owners use it, save it, and get through hard times because of it. You don't have to believe in every part of it. Just try it and see how it works for your business.

## How to Accept Bitcoin

You don't need much to get started. Just a phone and a Bitcoin-enabled wallet app.

When accepting Bitcoin payments, you'll encounter two different payment networks:

1. **Lightning Network** (fast and low fee)
2. **Bitcoin blockchain** (called "on-chain" — slower and often more expensive)

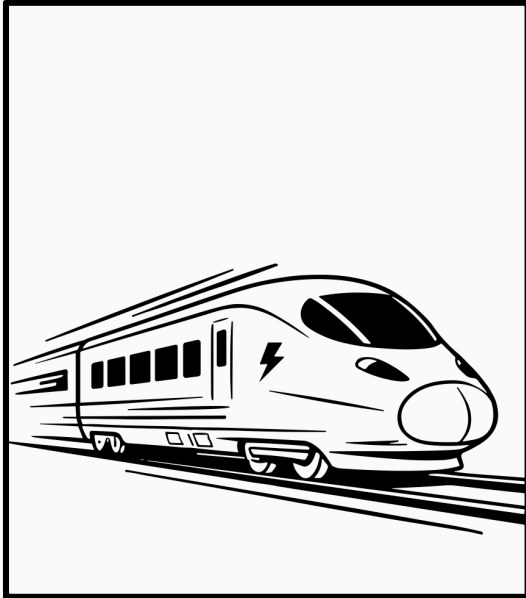
These are different payment methods using the same currency (Bitcoin). Think of Lightning as using a debit card (fast, low fees) and on-chain as a wire transfer (slower, higher fees) - but both are accessing the same bank account.

This guide will show you how to recognize both, and what to do if a payment is delayed or doesn't arrive.

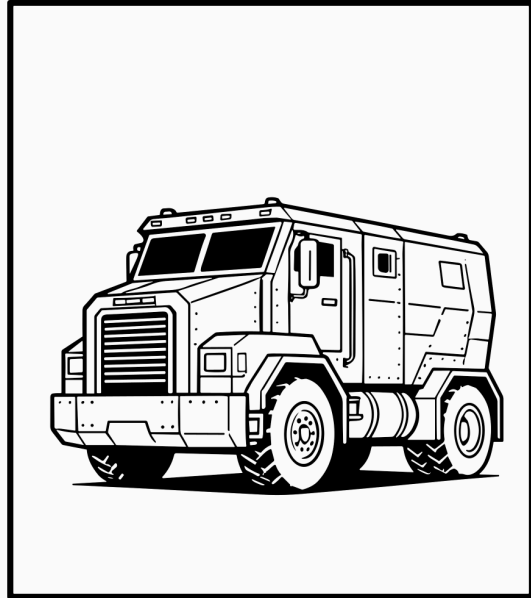
Most of the time, you'll just use Lightning, because it's quick and perfect for everyday business. But it's important to know the difference — especially if a customer sends a payment that's slow to appear.

Here is a comparison of both:

## LIGHTNING



## ON-CHAIN



### ⚡ Lightning Network Payments

- **Speed:** Near-instant (seconds)
- **Fees:** Very low (often less than 1¢)
- **Best for:** Everyday purchases
- **How to identify:** QR codes start with "ln" or "LN"
- **When to use:** Most of the time for normal daily sales

The Lightning Network works like cash - it's fast and practical for daily business.

### 🔗 On-Chain Payments

- **Speed:** Can take 10+ minutes for confirmation
- **Fees:** Higher (can be \$1-6 depending on network traffic)
- **Best for:** Larger amounts or when Lightning isn't available
- **How to identify:** Addresses start with "1", "3", or "bc1"
- **When to use:** Only when necessary or for larger transactions

On-chain transactions are recorded directly on the Bitcoin blockchain, which makes them slower but the best choice for larger amounts.

## Step 1: Download a Wallet

We recommend two free wallets that work well in El Salvador (you only need to install one to get started):



**Blink Bitcoin Wallet** is great for businesses. It can show your balance in dollars and Bitcoin, lets you convert between them, and you can set up a POS ('Blink Cash Register') on your employee's phones. This feature keeps the account balance private, and only shown to the owner.

 **Training Tip:** In order to use the cash register feature, you need to select a Lightning address eg. maria@blink.sv

**Wallet of Satoshi** is also good for simple use. It's fast and beginner-friendly. Includes a point of sale. You can customize it with your menu and the invoice will include the items you sold. It does not let you hold dollars. It does not let you setup a POS on your employee's phones.

 **Warning:** the **Chivo** wallet app is now closing down, please do not download or use the Chivo app. Refer to section 5 on how to handle customers still using Chivo.

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## Step 2: Receive a Payment

One big reason business owners love bitcoin, is transactions can be lightning fast! There are two ways people usually get paid in Bitcoin — in person (with a QR code) or by message (through WhatsApp, Instagram, etc.).

The steps are almost the same for both.

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### Start Here to Receive Payments

1. Open your wallet
2. Tap "Receive"
3. Set the amount to be paid
4. Your wallet will create an QR Code (known as an invoice, this will only be valid for 5 to 10 minutes - see page 8 for how to send an open invoice that does not expire)
  -  If the QR code starts with Ln, it's a Lightning invoice — fast, with low fees
  -  If it starts with 1, 3, or bc1, it's on-chain — slower and may cost more

 **Note:** Blink and Wallet of Satoshi use Lightning automatically. If you're still using Chivo or another wallet, you may need to select Lightning manually (look for the  icon).

If the customer is with you (in person):

- Show them the QR code on your screen
- They scan and pay
- It should arrive instantly, and you'll see the screen flash a confirmation received message

 **Training Tip:** If both wallets support Lightning Addresses, you can also say: “*Send it to yourname@blink.sv.*” It's great for repeat payments but is slower than scanning a QR code.

If the customer isn't with you (send by message):

For deliveries, online sales, or when someone wants to pay you later.

- Tap “Copy Invoice”
- Paste into WhatsApp, Instagram, Facebook, or email
- The customer pastes it into their wallet and pays
- You'll see the confirmation on your end

This also works to move money between your own wallets — personal, business, or family.

 **Warning:** Lightning invoices expire in 5 to 10 minutes, depending on the wallet. Make sure the customer is ready to pay before you send it. If they're not available, use an open invoice: like a static QR code (page 8) or lightning address (page 9) and just tell them the amount to send.

## Using Cash Register Mode (Multiple People Taking Payments)

If someone else helps you take payments — you don't have to give them full access to your Bitcoin wallet. You can set up a cash register mode so they can receive payments without seeing your balance or spending your money.

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### Set Up a Blink Cash Register Bookmark

If someone else takes payments for you — you don't have to give them full access to your wallet.

Blink has a feature called Cash Register Bookmark. It lets someone accept bitcoin payments for your business without seeing your balance or being able to spend anything.

You can set this up on a dedicated phone or tablet — or on any employee's personal phone. Some shops keep a company phone at the register just for this purpose. It is just a bookmark website and all the payments go directly into your wallet. If you need help with a data plan for receiving Bitcoin, Bitcoin Coast has free options.

Here's how to set it up:

1. Open the Blink app
2. Tap the menu icon (≡)
3. Tap "Point of Sale"
  - a. If you don't see Point of Sale - you need to setup your Lightning address name (see instructions below).
4. Tap the URL and copy the link
5. Send this link to staff
6. Bookmark on as many devices as you need

## Wallet of Satoshi Cash Register Setup (for solo device business)

Wallet of Satoshi offers a Point of Sale system that can also be pre-programmed with products and pricing. This system is inside the app only.

Unlike Blink, it cannot be shared with team members because it is not a web link URL. This feature works when your business has a dedicated phone or tablet for transactions.

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## Accepting Payments Without Creating a QR Code Every Time

Sometimes it's hard to stop and create a new invoice — especially when you're busy or don't have your phone. There are two ways to receive Bitcoin without making a new invoice every time. One is using a printed QR code, the other is by using what looks like an email address ([centrobia@blink.sv](mailto:centrobia@blink.sv) - Berlin's Bitcoin Center lightning address)

### Option 1: Use a Printed QR Code (Open Invoice)

If your hands are full — cooking, serving, or talking to customers — it's not always easy to reach for your phone.

Instead, you can create a general QR code (open invoice) for your wallet and print it. This is a general QR code that doesn't include a fixed amount. The customer enters the amount themselves and does everything on their phone.

Here's how to set it up:

1. Open your wallet

2. Look for the option to create an reusable (open invoice) QR code
  - In Blink, it's under Settings called Printable Static QR Code
  - In Wallet of Satoshi, it creates a static Lightning code by default
3. Save or screenshot the QR code
4. Print it and hang it somewhere visible — like your table, wall, or food stand

When a customer pays:

- They scan the code
- You tell them how much to send
- They enter the amount and pay
- You check their screen for confirmation

 **Warning:** Always check the customer's confirmation screen before handing over the item. Since they enter the amount, mistakes can happen. You are relying on the customer's device to be truthful and accurate.

 **Note** If you're not sure how to print your code, get in touch with your local bitcoin community or someone from Bitcoin Coast to help you set it up.

## Option 2: Use a Lightning Address (if supported)

Some wallets — like Blink and Wallet of Satoshi — give you a lightning address that looks like an email address, such as *maria@blink.sv*. Just like an email address can always receive messages, a Lightning Address can always receive Bitcoin — no need to create a new invoice every time.

As long as both wallets support Lightning Addresses, the payment will complete.

 **Warning:** Not all wallets support Lightning Addresses. If the customer's wallet doesn't work with it, just send them a regular invoice or show a QR code instead.

To set it up in Blink:

1. Open Blink
  2. Tap the menu icon (☰)
  3. Choose “Username” or “Lightning Address”
  4. Set your name (example: carlos@blink.sv)
  5. Share that name with your customers
- 

When a customer pays:

- Tell them your lightning address (eg. maria@blink.sv)
- They type it in their wallet and send
- You’ll see confirmation when the payment arrives

💬 **Training Tip:** Say: “You can send it to *maria@blink.sv* — the total is \$5.” Always check that the payment appears on your screen before handing over the product.

⚠️ **Warning:** Lightning Addresses are not the same as email addresses. You cannot receive or send email at your Lightning Address.

## What If a Payment Doesn’t Arrive?

Bitcoin payments are almost always instant and you should rarely have any trouble. But what if a customer says they paid, but the money doesn’t show up in your wallet? Don’t worry — it’s easy to fix.

### Step 1: Ask to see the customer’s screen

Kindly ask the customer to open their wallet and show you the payment. You’re looking for a green checkmark or something that says “Paid” or “Sent.” Some customer wallets exchange funds into Bitcoin at the time of the transaction, and it can show “Sending...”.



💬 **Training Tip:** You can say something like: “Let me make sure it came through on my side. Sometimes it takes a minute.”

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## Step 2: Check the type of payment sent

Ask them to tap the payment and look at the string of letters and numbers. This tells you if it was a Lightning or on-chain payment:

- If it starts with **1**, **3**, or **bc1**, the payment was on-chain.

If you gave them a Lightning invoice, this payment **won't go through**. It didn't send — they'll need to try again using Lightning.

- If it starts with **ln**, it was a Lightning payment.

These are usually instant. But sometimes they fail if:

- The invoice expired
- There was a wifi or cellular error
- The customer's wallet had a problem connecting

In these cases, the money usually bounces back automatically. Ask them to check their balance and try again with a new invoice.

💬 *You can say something like: “Maybe it bounced back to you — can you check your wallet real quick?”*

## Step 3 (if needed): Ask for the Transaction ID

Every payment has a transaction ID — also called a hash. If the customer says they sent it, the funds have not bounced back, and you still haven't received your payment:

1. Ask them to tap on the payment and look for a long string of letters and numbers. This proves the payment was created and can help track it.
  - If they're using a wallet like Blink or Wallet of Satoshi, the hash will be easy to find..
2. If there's no transaction ID:
  - the payment likely didn't go through and funds will come back to the customer's wallet

3. If there is a transaction ID:
    - and the payment was not received - check your device wifi.
    - if your device is working, then the customer needs to contact their wallet's customer support and notify them the payment was not received by the merchant even though it shows as payment sent in the wallet. This is extremely rare - but exchange phone numbers with the customer so you can finish later.
- 

## Step 4: If it was an On-Chain Payment — Wait a Bit

If you confirmed that the payment was sent and has a transaction ID, but you still don't see it — and the address starts with 1, 3, or bc1 — it was sent using the on-chain network. It's normal for on-chain Bitcoin payments to take 10 minutes or more to arrive, depending on network traffic and fees.

This doesn't mean the money is lost — it's just waiting for confirmations.

💬 You can say something like: "This was sent on-chain, which can take a little longer. Let's wait 10–15 minutes and check again."

If you're still having trouble, contact your Bitcoin Coast representative and they will try to help as fast as they can.

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## How to Use Chivo (If You Must)

Many people in El Salvador already have the Chivo wallet — it came with the \$30 when Bitcoin launched as legal tender September 7, 2021.

 **Warning:** Chivo works differently than other wallets, is more complicated, and it is outdated.

 **Warning:** Chivo wallet is scheduled to be closed or sold later in 2025.

We no longer recommend or provide help with Chivo wallet. Payments can be frozen or lost, and we want you to have a great experience.

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## Who Holds the Keys? Understanding Wallet Types

Before learning how to keep your Bitcoin safe, it helps to understand how different wallets work.

Some wallets are set up so the company manages everything for you. Others give you full control, like cash.

## Custodial Wallets (like Blink or Wallet of Satoshi)

With a custodial wallet, a third party — like a digital bank — holds your Bitcoin for you. You can use the app to send and receive payments, but the company keeps your Bitcoin at their office.

It's like giving your money to a bank: they keep it safe, but they also hold the key to the box. If you ever want to use the money, you have to go through them.

This method is simple and easy to use — especially when you're starting out. The company handles the security and the technical side for you. They also ensure Lightning payments are faster and more reliable. Some wallets even include features like lightning addresses (e.g., [maria@blink.sv](mailto:maria@blink.sv) or [carlos@walletofsatoshi.com](mailto:carlos@walletofsatoshi.com)), which make sending and receiving Bitcoin feel as easy as sending an email.

If there's ever a problem with a payment, you can contact the custodial wallet's support team for help. But keep in mind: if the company has issues, shuts down, or gets hacked, you could lose access to those funds.

## Self-Custodial Wallets

With a self-custodial wallet, you control the keys to your Bitcoin — no one else. That means only you can move the money, and no one can freeze or block access.

It's like keeping your money or jewelry in a safe at home. You have the key — not a bank, not a company, just you.

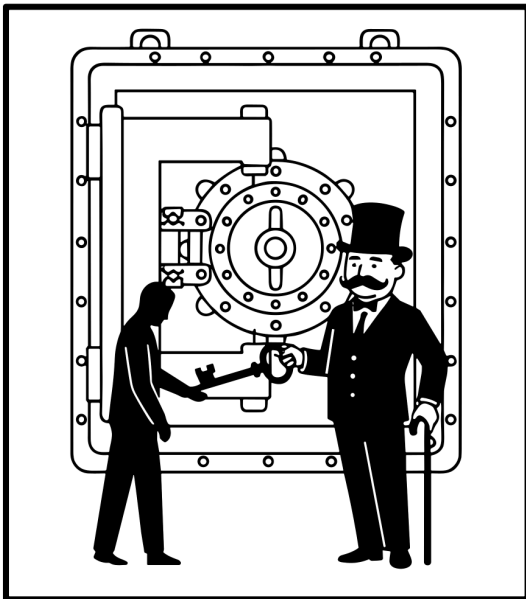
When you set up a self-custodial wallet, you're given a special backup: a set of secret words (also called a recovery phrase, seed phrase, seed words or private key). These words are a superpower. You can login on any phone, anywhere in the world with these words and access all your Bitcoin at any time.

You need to make sure:

- Nobody else sees your words – or they can take your Bitcoin.
- You do not lose your words – or you've lost access to your Bitcoin and no one can help you get them back.

This kind of wallet gives you more freedom and more control. It's a great option once you're saving Bitcoin over time, or if you want to hold on to larger amounts.

## CUSTODIAL



## SELF-CUSTODY

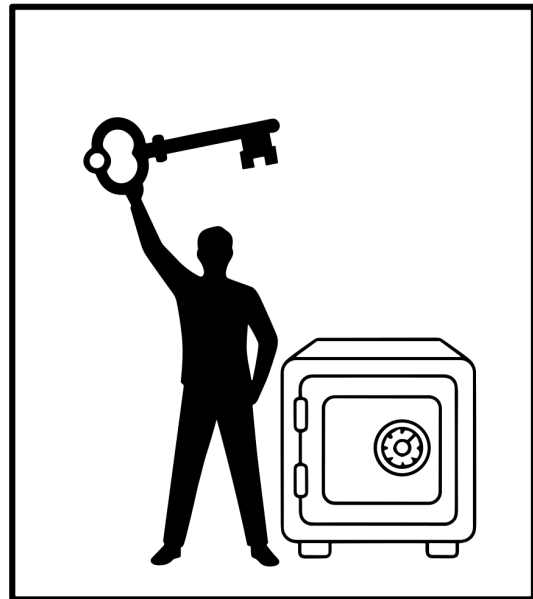


Table of Custodial vs. Self-Custodial

| Feature                 | Custodial Wallet         | Self-Custodial Wallet           |
|-------------------------|--------------------------|---------------------------------|
| Who holds the keys?     | The company does         | You do                          |
| Examples                | Blink, Wallet of Satoshi | Aqua, Phoenix, Blue Wallet      |
| Ease of use             | Very easy to start       | Takes a little more setup       |
| Security responsibility | The company handles it   | You're in charge of your backup |

|                                      |                           |                                             |
|--------------------------------------|---------------------------|---------------------------------------------|
| <b>What if something goes wrong?</b> | Contact customer support  | No support can help if you lose your backup |
| <b>Best for...</b>                   | Daily payments, beginners | Savings, long-term holding                  |

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## How to Keep Your Bitcoin Safe

Just like locking your door at night or keeping your cash in a safe place, Bitcoin needs some basic protection to stay secure.

Every time you open your bitcoin wallet, you want to be asked for a PIN, fingerprint or two-factor verification. That way, **if someone else gets your phone**, they can't open your bitcoin wallet.

- Setup your bitcoin wallet to ask for a PIN, fingerprint, or code every time you open it.
- Don't use easy PINs like "1234" or "0000."
- Use fingerprint or face unlock if your phone has it. It's faster and safer.
- Lock your phone, too. A locked wallet is safer when your phone provides an extra layer of security.

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## Use Phone Number or Email Backup (If Your Wallet Has It)

Some wallets, like Wallet of Satoshi, let you link your wallet to a phone number or email.

- This can help you recover your wallet if you lose your phone.
- Make sure your email and phone number are secure. Use strong passwords and two-factor authentication wherever you can.

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## Save Your Recovery Phrase (If Your Wallet Has One)

Not all wallets use recovery phrases, so pay attention to how your wallet works.

- **Blink:** No recovery phrase. It uses email-based or phone number recovery instead. Make sure your email is secure and has a strong password.
- **Wallet of Satoshi:** No recovery phrase. It uses email-based recovery instead. Make sure your email is secure and has a strong password.
- **Aqua, Phoenix, and Blue Wallet:** Provide a recovery phrase when you set it up. Write it down on paper and keep it safe. This is your key to recover your money if you lose your phone.

💬 **Training Tip:** If your wallet gives you a recovery phrase, write it down twice and keep the copies in separate, safe places. Don't save it as a photo on your phone.

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## Keep Your Balance Private

Don't show your balance to everyone. Keep it private.

- Most wallets have an "eye" button to hide the balance.
- Use the cash register bookmark if employees take payments. They can accept payments without seeing your wallet balance.
- Don't show your balance to other people.

## Use a Separate Wallet for Savings

Bitcoin works best as a savings tool when you leave it alone for a while.

*So far, anyone who has saved Bitcoin for at least a few years has always ended up with more value than they started with.*

That doesn't mean it's guaranteed — but it's one reason people see Bitcoin as a long-term savings tool, not just quick spending money.

To get the most out of Bitcoin as savings, here are a few simple habits that can help:

- Use your main wallet for daily business. Blink or Wallet of Satoshi works fine.
- Set up a separate savings wallet. This can be a different app or even a specialized hardware wallet device. The key is that you're not tempted to spend from it.
- Checking it every day may make you anxious. Bitcoin's price goes up and down, but it has grown over time if you're patient.
- Don't mix your spending and savings. It's too easy to spend what you meant to save.

💬 **Training Tip:** Keep only what you need for the day in your main wallet. Move the rest to your savings wallet.

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## What Can I Do With My Bitcoin?

Now that you're accepting Bitcoin, you might wonder — what can you do with it? You don't have to pick just one option. You can mix and match, depending on what works best for you. Here's what successful business owners in El Salvador are doing:

- **Save It:** Some business owners save their Bitcoin for the long term. They treat it like an investment or a safety net. It's there for emergencies, future projects, or big purchases. Think of it like stashing away a little money every week. Just leave it in your wallet and forget about it for a while.
- **Spend It Locally:** When you spend Bitcoin at local businesses, the money stays in your community. It's like using dollars, but faster and without the hassle of breaking bills. Plus, the more you spend Bitcoin locally, the more businesses will start accepting it.
- **Convert to Dollars:** If you need dollars, the best option is to do a peer-to-peer (P2P) direct trade with someone in your local community. This helps keep Bitcoin circulating locally, which makes your whole local economy stronger. If you don't know anyone to trade with, the Blink app lets you convert and deposit into your bank account. El Salvador also offers at least two types of Bitcoin ATMs (Chivo and Athena) that make it easy to convert your Bitcoin into cash. In Bitcoin Coast, Chivo also has an ATM that charges no fee.
- **Pay Bills:** You can use Bitcoin to pay for expenses. Services like Bitrefill.com let you pay for Claro/Tigo top-ups, electricity, internet, and even online shopping. It's convenient if you have Bitcoin saved and want to use it directly instead of converting to dollars first.
- **Pay Employees and Vendors:** Some business owners pay their employees, suppliers, or helpers with Bitcoin. It's a quick way to get them their money. Plus, you're teaching them about Bitcoin just by using it.

Bitcoin is flexible. The important thing is to find what works best for your business.

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## Accounting and Reports

Keeping track of your Bitcoin transactions is simple, but it's important to stay organized. Here's how you can manage your accounting and reports:

- **Viewing Transaction History:** Most wallets, like Blink or Wallet of Satoshi, keep a detailed list of your transactions. You can check dates, amounts, and whether payments



were received or sent. Just like reconciling your cash drawer, it's a good habit to review your Bitcoin transactions daily — to confirm that all payments have gone through properly.

- **Downloading Reports or Receipts:** Blink allows you to download transaction history or even individual receipts. This can help you keep accurate records for your business.
- **Seeing Value in Dollars:** Many wallets show your Bitcoin balance in dollars. This helps you compare your earnings or expenses to traditional cash values.
- **Reconciling with Cash Drawer or Sales Records:** If you accept both Bitcoin and cash, it's a good habit to reconcile your Bitcoin earnings with your regular sales records. This keeps your books accurate and makes tax reporting easier.

Treat your Bitcoin records like your cash drawer. Review them, save your reports, and keep things simple. That's how you stay in control.

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## Real Stories from Local Business Owners

You've seen how Bitcoin works in theory—now here are the real experiences. These stories come from local business owners in Bitcoin Coast and Berlín who gave it a try. Some started saving for the first time. Others grew their business, kept it alive in a crisis, or simply made it easier for customers to pay.

Here's what it looks like when Bitcoin works in real life:

### **Making Less Change, Saving More Money**

Before Bitcoin, one of our local vendors had to regularly open his cash box to make change. The more he made change, the harder it was to treat the money as savings. Bitcoin payments don't need change—and that helped him leave his earnings alone. Now, for the first time, he's building up savings and working toward buying a motorcycle.

### **From Overlooked to On the Map**

A local pupuseria used to feel invisible next to a fancy cafe. But when she started accepting Bitcoin, things changed. Tourists found her business on Bitcoin maps and saw her "Bitcoin Accepted Here" sign. She credits bitcoin for bringing her more customers.

### **The Vendor Who Survived a Crisis**

When a local produce vendor was sold spoiled inventory, she faced a crisis. She had no backup cash. But Bitcoin had been easier to save and her Bitcoin savings was used to buy new inventory that kept her business going.

### **The Craftsman Who Turned Bitcoin into Tools & Second Business**

One of our local handcraft artists started with just two folding tables and no tent. He didn't have a permanent space or the tools to grow his business. But once he started saving in Bitcoin, he was able to buy a small machine that helped him make better products, faster. He moved to a better spot in the park with a covered stall — and started reinvesting in his business. Over time, he even opened a new line of work: guiding Bitcoin tourists and being invited as a vendor to Bitcoin events outside Berlin, where he also sells his handcrafted items. Now, he shares his story with other vendors — showing how Bitcoin helped him move from day-to-day survival to long-term growth.

### **The Pizza Place That Got Set Up Fast**

There's a pizza shop in a busy area where tourists kept asking, "Do you take Bitcoin?" At first, the answer was no. But getting set up turned out to be easy. Now they've got a QR code by the register and a tip jar for Bitcoin. They've started seeing more business from visitors who are happy to pay with Bitcoin.

### **The Cafe That Finally Said Yes**

A well-known cafe in town was hesitant to accept Bitcoin. Even after visitors and locals kept asking, they said no. They already had steady business and didn't see the need. But the requests kept coming. Eventually, they got set up—and now Bitcoin is just part of how they operate, making it easier to say yes when someone asks.

### **The Hostel That Didn't Feel the Need**

A local popular hostel always had customers. So when potential customers asked about Bitcoin, they said no—for a long time. But the questions kept coming. Locals and tourists encouraged them to try. When they finally said yes, setup was easy—and now they're ready any time someone wants to pay with Bitcoin.

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## **Marketing Your Bitcoin-Accepting Business**

Once you start accepting Bitcoin, let people know about it! More visibility means more customers — especially Bitcoin tourists and locals who specifically look for Bitcoin-friendly businesses.

Here's how:

- **Display a "Bitcoin Accepted Here" Sign.** Request a sign from Bitcoin Coast or create your own. Place it near your entrance or register where customers can easily see it. This simple step alerts both locals and tourists that you accept Bitcoin.
- **Get Listed on Bitcoin Maps.** Ask Bitcoin Coast to help list your business on BitcoinCoast.sv and BTCMap.org. Blink automatically adds you to their merchant map

when you receive payments. Many tourists use these maps to find Bitcoin-friendly businesses when they visit your area.

- **Use Social Media.** Announce that you accept Bitcoin on your business social accounts. Post photos of your Bitcoin sign or customers paying with Bitcoin. Use hashtags like #BitcoinAcceptedHere and #BitcoinElSalvador to help people find your posts.
- **Train Your Staff.** Make sure everyone who works with you knows you accept Bitcoin and how to handle these payments. Prepare them with simple answers to common questions like "Do I need Chivo?" Even a basic script like "Yes, we accept Bitcoin — just scan this QR code!" helps customers feel welcome.
- **Offer Special Promotions.** Create incentives for Bitcoin payments like "5% off when you pay with Bitcoin." Start a loyalty program (e.g., "Pay with Bitcoin 5 times and get a free item"). Special promotions encourage customers to try paying with Bitcoin and can bring in new business.
- **Host Bitcoin Education Nights.** Invite customers to learn and practice sending Bitcoin payments. Partner with your local Bitcoin Center to help with education. These events build community around your business and create loyal customers who appreciate your forward-thinking approach.
- **Join Local Bitcoin Groups.** Connect with WhatsApp groups where merchants share ideas and get help. Ask Bitcoin Coast how to join your community's group. Networking with other business owners who accept Bitcoin helps you learn and grow together.
- **Share Your Bitcoin Journey.** Tell your story to others who might be interested in accepting Bitcoin. Your experience can inspire other business owners to try it too. Each business that joins strengthens the local Bitcoin economy, which benefits everyone.

Remember: Each time someone pays with Bitcoin at your business, you're becoming part of a growing global community. The more visible you make your Bitcoin acceptance, the more you'll stand out from other businesses that only accept traditional payment methods.

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## Practicing with Loved Ones — Makes Progress for All

Learning about Bitcoin doesn't stop after your first sale. In fact, many vendors say it becomes easier—and more fun—the more they practice. Here are a few simple ways to keep learning and growing:

## **Learn Together**

- Invite family members or helpers to learn with you.
- Make it a group activity to send small payments to each other.
- This builds confidence and helps everyone understand how it works.

## **Try Test Transactions**

- Send payments as small as \$0.10.
- They usually cost less than a penny in fees.
- It's the same process whether you're sending \$0.10 or \$100.
- The more you practice, the more comfortable it becomes.

## **Practice Daily Tasks**

- Take turns being the "customer" and the "vendor."
- Practice sending payments by scanning QR codes.
- Try making and copying invoices to send through WhatsApp.

## **Stay Curious**

- Ask questions.
- Try new features in your wallet.
- Ask your local Bitcoin community for demos or in-person practice.
- Share what you learn with others.

Bitcoin is a tool you can grow with over time. Keep learning, keep practicing—and help others learn too. When you help others learn, it strengthens your own skills, supports your family's finances, and helps strengthen your whole community.



## ¿Por qué aceptar Bitcoin?

La respuesta es sencilla: porque puede ayudarte a ti y a tu negocio. Además de ser una moneda que se fortalece mientras el dólar se debilita, hay muchas otras razones para aceptar Bitcoin:

- **No se necesita tarjeta ni aprobación.** Bitcoin llega directamente a tu teléfono sin demora.
- **Evita las comisiones de las tarjetas de crédito.** En Bitcoin, las comisiones las paga el remitente (el cliente), no tú.
- **No es necesario dar cambio.** Los clientes escanean y pagan el importe exacto. Ahorras tiempo y no pierdes una venta solo porque no puedes cambiar un billete grande.
- **Más ventas.** Los turistas y los lugareños buscan lugares que acepten Bitcoin. No pierda un cliente solo porque no tiene efectivo.
- **Publicidad gratuita.** Al aceptar Bitcoin, tu negocio aparecerá en los mapas «Bitcoin Accepted Here» que utilizan los turistas y los locales que aceptan Bitcoin.
- **Te ayuda a ahorrar.** Muchos vendedores dicen: si tengo dinero en efectivo, lo gasto. Si consigo Bitcoin, lo dejo ahí.
- **El dinero se queda en tu localidad.** Cuando gastas Bitcoin en tu comunidad, se queda allí. Eso es bueno para todos los que viven en tu zona.
- **Te ofrece opciones.** Guárdalos, conviértelos o utilízalos para pagar facturas. No necesitas permiso.
- **Te da esperanza.** Un poco ahorrado con el tiempo puede crecer. Los propietarios de negocios han ahorrado para emergencias, motocicletas e incluso terrenos.



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