

# Mile High Bitcoin Initiative — Merchant Pitch One-Pager

## Purpose

Give co-leaders and volunteers a short, practical, low-pressure script they can use in the field when talking to likely Square merchants.

The goal is not to sound like a salesperson. The goal is to be clear, helpful, and easy to trust.

## Tone Guidelines

Use a tone that is:

- calm
- practical
- respectful of the merchant's time
- benefit-focused
- low-pressure

Avoid:

- hype
- ideological lectures
- investment language
- tax or legal advice
- overpromising customer demand

## Core Merchant Value Proposition

For many merchants already using Square, the most practical benefits are:

- Reduced or eliminated merchant service fees on qualifying Bitcoin-rail transactions during the current Square fee-waiver window
- No chargebacks
- They can elect to receive, some or all of their payments in USD or BTC. They choose.
- Fast settlement
- Added visibility through BTC Map and Bitcoin community channels

## 10-Second Opener

“Quick question — are you aware Square now has a Bitcoin payment option that can reduce the normal card fee on those transactions and still settle in dollars if you want?”

## Short Conversational Version

“Hey, I noticed you use Square. Are you aware they recently enabled a feature that lets you accept payments over the Bitcoin rails and avoid the usual card processing fee on those transactions?”

And the nice part is, you don't have to receive Bitcoin if you don't want to — Square can convert it to dollars for you automatically.

If you're open to it, I'd love to be the first person to pay you using those rails.”

## Follow-Up If They Say Yes

“And if you're open to one more thing, I can also help get you listed on BTC Map so Bitcoin users can discover that you accept it. It's a simple way to increase visibility and potentially bring in new loyal customers. Would you like help with that too?”

Shorter version: “And if that works, I can also help get you listed on BTC Map so people looking to spend Bitcoin can find you.”

## **Best Order of Emphasis**

1. Fee savings
2. No need to hold Bitcoin
3. No chargebacks
4. Fast settlement
5. Extra visibility via BTC Map

## **Suggested Flow**

1. Ask permission with a quick question.
2. Lead with merchant benefit.
3. Explain they can still settle in USD.
4. Offer a real first transaction.
5. Offer BTC Map visibility help.
6. Keep it easy, calm, and non-pushy.

## **Quick Responses to Common Objections**

If they say: “I don’t want Bitcoin exposure.”

Response: “That’s completely fine. You can still receive dollars if you prefer. The value here is that you can use the Bitcoin rails without needing to take on Bitcoin price exposure.”

If they say: “We’re too busy right now.”

Response: “No problem at all. I just wanted to make you aware of it. If you’d like, I can leave you a short resource and come back at a better time.”

If they say: “Who would actually use this?”

Response: “There’s already a local Bitcoin community here in Denver that is actively looking for places to spend. Part of what we’re trying to do is help connect businesses that are open to it with customers who want to support them.”

If they say: “Do I have to hold Bitcoin?”

Response: “No. If you want, the payment can settle directly into dollars. Holding Bitcoin is optional, not required.”

## **Final Reminder**

- Keep the first interaction short.
- Leave the merchant with dignity and control.
- If the fit is bad, move on.
- Focus on likely yeses first.

The goal is not to win every conversation. The goal is to create enough real, verified wins that momentum begins to build.