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The Bitcoin-Friendly Merchant Playbook: Seven Moves That Turn Acceptance Into Advantage

Seven moves that turn accepting bitcoin into an advantage. No price view required.

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5 min read
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Accepting bitcoin is a payment decision. Being Bitcoin-friendly is a strategy. The difference is whether the right customers can find you, feel welcome, and keep coming back.

This guide sets out what good practice looks like today. It doesn't require you to hold bitcoin, change your prices, or believe anything about where bitcoin's price is going over time. Most of it costs little more than your attention.

Move 1: Accept bitcoin in a way that suits your business

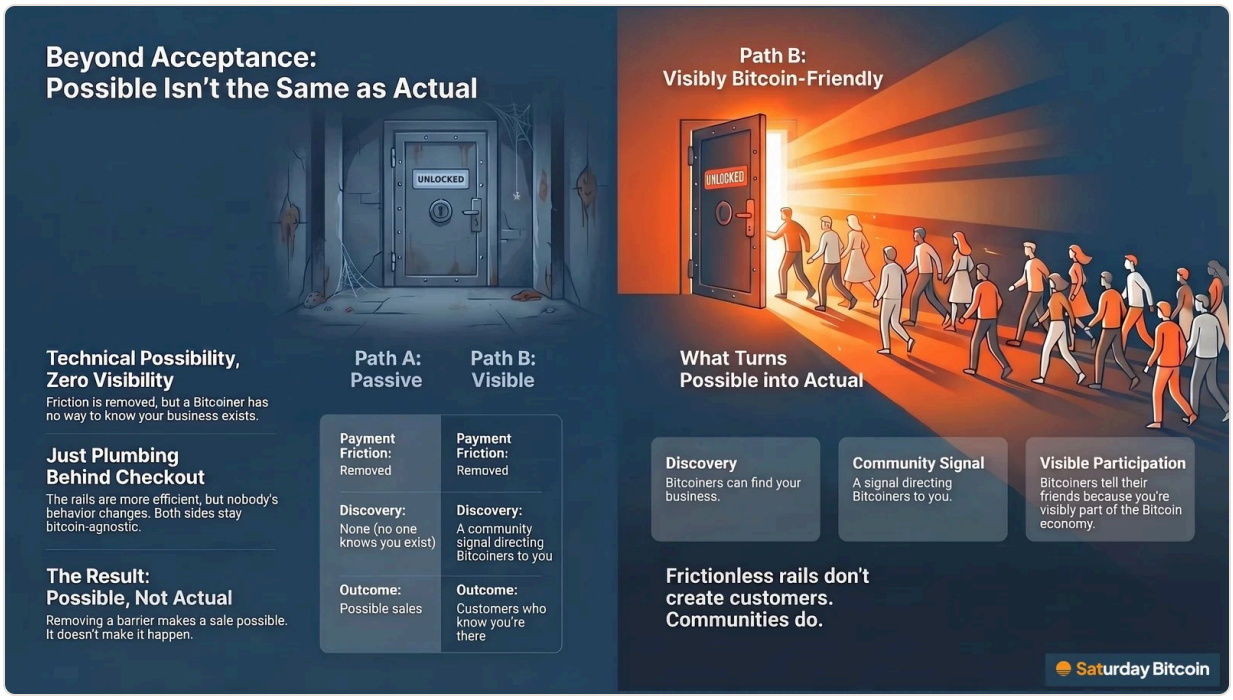
Start where most of your sales happen. For most online merchants that means a bitcoin option at checkout, from a processor that works with your platform. Look for Lightning support, which makes small payments fast and cheap.

Most processors can convert to dollars on arrival; keeping some bitcoin is optional.

You don't have to keep the bitcoin. Many processors can convert payments to dollars as they arrive, so your books and your exposure stay exactly as they are. That said, there are good reasons to retain some bitcoin, which you can explore later.

Move 2: Make it visible everywhere a Bitcoiner looks

A logo at the last step of checkout is not enough. Bitcoiners decide where to shop before they reach your cart.



- Say it on your homepage or footer, your product pages, and your social profiles.
- In a physical store, put a sign by the door, not just by the till.
- Claim and verify your listing in the directories Bitcoiners use, including Saturday Bitcoin.

These new customers won't shop with you until they discover that you are Bitcoin-friendly.

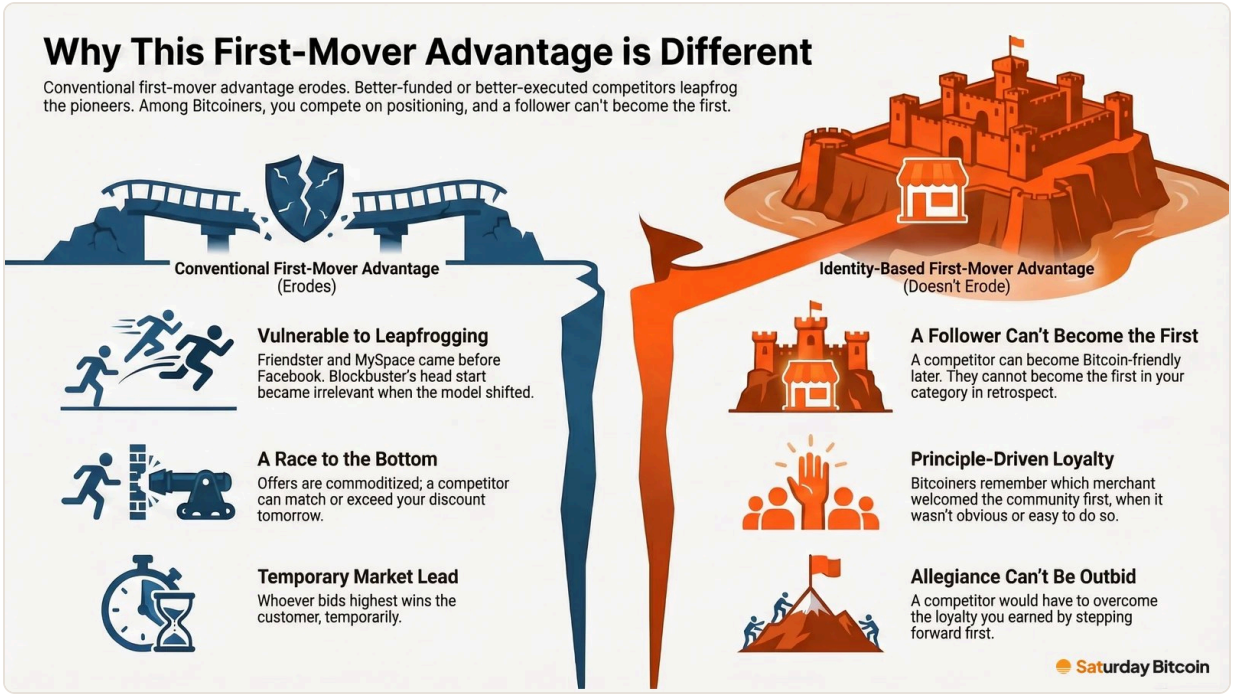
Move 3: Welcome them; don't just discount them

A modest welcome offer for Bitcoiners works less like a discount and more like a signal: you're welcome here. This community notices who makes the effort.

Keep it simple: one code, applied at checkout, with no points to track. Set it at a level you'd be glad to give everyone who uses it, because codes get shared. If your brand can't discount, offer a perk instead, such as free shipping, an extra, or early access.

Move 4: Aim to be the first visible merchant in your category

Many Bitcoiners are single-issue shoppers, so being the first merchant in your category to be Bitcoin-friendly matters more than usual. The merchant who welcomed the community first tends to become its default, and a follower can't claim that position later.



Define your category narrowly enough that you can be first in it.

Define your category narrowly (for example, you may not be the first Bitcoin-friendly clothing brand, but you can be the first in merino base layers). If a rival already accepts bitcoin but never mentions it, you can still be the first one Bitcoiners actually see. Saturday Bitcoin helps drive this discovery for you.

Move 5: Show up where the community is, and credit it

Bitcoiners talk about the merchants they support, on X, on Nostr and at local meetups. Tell them why you made the move. When they show up, say thank you in public.

You also choose how loud to be. You can be highly visible to Bitcoiners without a press release to the whole market; your competitors don't monitor these channels. In contrast, when Steak 'n Shake began accepting bitcoin in 2025, it went the other way: it announced the launch, posted about it often and credited Bitcoiners publicly. Its dramatic, immediate positive results had several drivers, but the visibility of welcoming Bitcoiners played a large role.

Move 6: Welcome the Bitcoiners you already have

A small percentage of your current customers are almost certainly Bitcoiners. Telling them you welcome them can transform how they behave: the same person often becomes a better customer once the relationship is about shared values.

Mention it in your email newsletter, on receipts and on order-confirmation pages. Remember, even moving existing customers to pay in bitcoin significantly reduces your payment processing costs on those sales, as well as eliminating chargeback risk and fraud.

Move 7: Measure what you can, honestly

Track the signals you can see: welcome-code redemptions, referral visits, the share of orders paid in bitcoin, and whether those customers come back.

Be patient. Interest can spike when you launch and then settle, and the signals are incomplete: codes get shared, and many new Bitcoiner customers you attract may pay by credit card; they just want to give you their business. Look at the trend over a few months, not the first week.

Optional: decide what to do with the bitcoin you receive

You can convert everything to fiat, or keep a small share in bitcoin. Keep in mind that the vast majority of sales through this new channel are net-new: incremental revenue you would not otherwise have generated, and it will make up only a small (though hopefully increasing) share of your overall revenue. Assuming your business is already cash-flow positive, you may have the discretion to simply leave the bitcoin as-is and let it accumulate in value over time (another benefit of holding an asset that has a high historical compound annual growth rate). Note: there are no guarantees of value appreciation, especially over the short term; keep an eye out for a deeper dive on this topic in a later Saturday Bitcoin article.

The honest limits

- The committed, mission-driven Bitcoiner segment is currently small. This is a quality and positioning play for the long term, not a volume promise.

- Payment savings apply only to sales actually paid in bitcoin (that said, incremental sales from Bitcoiners through your existing card channels are essentially an added bonus).
- Spending bitcoin is generally considered a taxable event for U.S. customers who spend bitcoin, so many will pay by card. You still won the customer.
- None of this fixes a product that isn't right; while many Bitcoiners are highly motivated to shift their category spend to Bitcoin-friendly merchants, they still care about price, convenience, service, selection and more.

Your checklist

- [ ] Bitcoin accepted where most of your sales happen
- [ ] Visible on homepage, product pages, social profiles and storefront
- [ ] Listing claimed and verified on Saturday Bitcoin
- [ ] A simple welcome offer or perk for Bitcoiners
- [ ] Your category defined narrowly, and a plan to be first visible in it
- [ ] Present on X, Nostr or at a local meetup, and thanking the community in public
- [ ] Existing customers told they're welcome to pay in bitcoin
- [ ] Code, referral and repeat-purchase signals tracked monthly
- [ ] A treasury decision made deliberately, with your accountant

Start here

If you already accept bitcoin, claim your free listing at saturdaybitcoin.com/business. It takes minutes, and it is how Bitcoiners find you; setting up or claiming your business is free. Over time, you can expect more options to reach more Bitcoiners, such as featured promotion in our community or offering promo codes to drive more sales, but getting discovered is the first step.

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