

# Square statements

Use our statements as a writing guide to help promote your partnership with Square. Some examples are for product integrations – if you have a different type of Square partnership, you may still find inspiration here. Adapt the content to your unique use case and brand voice.

**i** **SEO pro tip:** To better appear in search results, do not duplicate more than 80% of the content from this guidance or from any page on Squareup.com. Use these resources as guidance to write copy in your unique brand voice.

# Square value statements

These are examples of **longer form**, overarching statements that you can adapt for your partner marketplace, landing page, blog post, etc.

*“ Square helps sellers of all sizes start, run, and grow their business. Take payments any way you want – whether online or in-person. Get paid quickly and security with a variety of sleek hardware and software solutions to process credit cards, Apple Pay and Android Pay, including touch-free options.*

*“ Beyond payments, Square has a broad set of flexible tools to complete any task, like point-of-sale, eCommerce, pickup and delivery, online appointments, marketing, staff management, and more.*

*“ You only ever pay for what you need and you’re never locked in to using exclusively Square solutions, with hundreds of third-party integrations to choose from.*

**i Pro tip:** Call out Square tools that are complementary to your product and most important to your business, if applicable. Remember to use the messaging as guidance to write your own copy in your own unique brand voice.

# Square value statements

These are examples of **shorter form** statements specific to individual value propositions of Square.

**“ Take payments any way you want.**

*Whether you're selling in person or online, take all kinds of payments quickly and securely with a variety of hardware and software, including contactless options.*

**“ Fair and transparent pricing.**

*There's no guessing – what you see is what you pay, period. You pay the same rate for every card, no long-term contracts or weird fees.*

**“ Security you can trust at no extra cost.**

*Square is the merchant of record for every transaction – taking on financial liability and risk management so you avoid PCI compliance headaches. They deal with the bank for payment disputes and constantly monitor for suspicious activity.*

**“ Get paid fast, every time.**

*Get your money in your bank account as soon as the next business day. Keep an eye on your cash flow with real-time updates about your sales and inventory.*

**“ Sign up and start taking payments with Square in minutes.**

*It's free to get started. No bank visits, merchant accounts, or long-term contracts required.*

**“ Meaningful customer support to help you succeed.**

*Speak with a real person via phone or email when something's not right. See tutorial videos and articles in the Square Support Center and connect with other sellers in the Square Seller Community.*

**“ Sleek and modern hardware you can count on.**

*Whether you're selling at a counter or on the go, Square has beautiful, reliable hardware that integrates with various apps and gives you touch-free options.*

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Please **avoid** promoting specific pricing rates when talking about Square. Instead, you can use the messaging guidance below to educate your customers. If it's important to provide more specific information, you can direct your audience to our pricing page.

**“ Square pricing is transparent.**

*There's no guessing with every transaction – what you see is what you pay, period. You can log in and see your rate at any time in your Square Dashboard.*

**“ You pay the same rate for every card.**

*Square doesn't charge different rates for different credit cards. Visa, Mastercard, Discover, and American Express all cost the same rate.*

**“ You never deal with weird fees.**

*No startup fees, authorization fees, statement fees, refund fees, PCI-compliance fees, business card fees, or other surprise fees.*