This article applies to:

Checkout forms are a unique feature in Keap Max which allow you to take payment from your customers without an invoice. Build your form, share it with your customers, then kick back and let the money roll in!

Create a checkout form

1. Navigate to Money

2. Click Add

3. Select Checkout Form

4. Select an existing product(s) or create a new product
5. Click Next

6. Create a name for your checkout form

Order form settings

Pick a name
Pick a name for your checkout form, it will appear in the share link URL (see below).

Checkout form name
https://staging.keap.app/checkout/jd188stge/

7. Choose to use the default thank you page or redirect to another URL

Thank you page
What do you want your customers to see after they submit their order?

Default thank you page

Default thank you page
Redirect to another page (URL)

8. Customers who have not setup a payment processor will be prompted to do so at this point
9. Click **Next**

10. Your checkout form is now live and can be shared via its custom URL

![Checkout Form](https://keap.app/checkout/ph432/mycheckoutform)

11. The checkout form appears as seen here:
Recurring payments

Your checkout forms can be configured to start recurring payments, eliminating the need to physically enter a client’s credit card number or invoice them over and over.

When a client pays you through a checkout form, you will see a paid invoice for the initial payment and a new recurring payment record will be added to your Recurring Payments tab.
1. While adding products to a checkout form, open the menu for an item that you want to charge for on a recurring basis

   ![Select product](image)

   **What are you selling?**

   Select your product(s)
   What products do you want to sell with this order form?

   Custom business success coaching per hour $120.00

2. Click the **Make recurring** toggle

   ![Toggle](image)

   Select your product(s)
   What products do you want to sell with this order form?

   Custom business success coaching per hour $120.00

   - Make recurring
   - Remove product

3. Select a **Billing cycle**

4. Choose when to end the **recurring charges**

5. Continue creating your checkout form