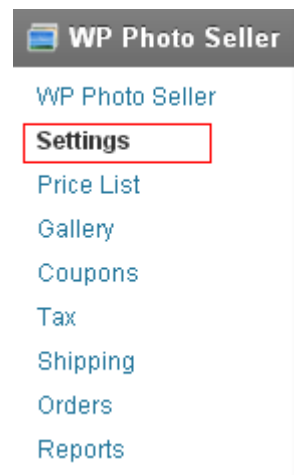# WP Photo Seller – How to setup Email notifications

With WP Photo Seller plugin you can setup email notifications for the customers when a product is sold, an order is pending or shipped or a payment is refunded. The plugin sends email notifications to the customers instantly when any of these events occurs.
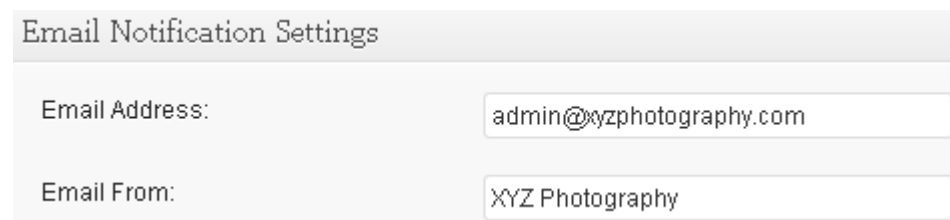
To setup the email notifications go to the "**Settings"** menu from WP Photo Seller main menu.

Inside the Settings page click on the "**Email Settings**" tab at the top.

Under "**Email Notification Settings**" enter the email address in the "**Email Address**" field where your emails will be sent out from and in the "**Email From**" enter your name, company/business name, name of your website etc so your customers know where the emails are coming from.

There are four email notifications that you can setup in the Email Settings:
- Email notification after purchase
- Email notification for pending orders
- Email notification when a product is shipped
- Email notification for refund

You can use all the notifications together all only select the ones that you want to use.

For example if you are only accepting payments through PayPal and selling only Digital Images then you don't need to setup "**Email notification for pending orders**" and "**Email notification when a product is shipped**".

Email notification after purchase

This email will be sent out when a customer completes a payment through PayPal.

Send Email After Purchase:	☑ Check this if you want to send a notification email to your customers after a purchase event
Email Subject:	Thank you for your purchase	Set the email subject.
Email Body:	Dear {first_name}{last_name} Thank you for your purchase! {product_details} Tax:{total_tax}

Email notification for pending orders

This email will be sent out when a customer use the manual payment option at the checkout.

Send Email When An Order Is Pending:	☐ Check this if you want to send a notification email to your customers for orders which are pending
Email Subject:		Set the email subject.
Email Body:	

Email notification when a product is shipped

This email will be sent out when you change the "**Delivery Status**" of an order from pending to shipped.

Send Email When Order Is Shipped:	☐ Check this if you want to send a notification email to your customers when an order is shipped
Email Subject:		Set the email subject.
Email Body:	

Email notification for refund

This email will be sent out when you change the "**Payment Status**" of an order from complete to refund.

Email Signature

At the bottom of the "Email Settings" page you can select "**Include Email Signature**" box if you want to create your own email signature for the emails that are sent out to the customers.

Email Tags that you can use inside the Email body are:

{first_name}
{last_name}
{product_details}
{total_tax}
{total_shipping}
{total_minus_total_tax}
{product_link_digital_items_only}
{product_receipt_digital_items_only}