



## Email Marketing Templates That Get You Paid

Part of our mission here at ClientPay is to provide you with tips and assets that help you get paid faster. That's why we've compiled these email marketing templates to help streamline your invoicing process. Each page contains an email for a specific purpose, including general billing, following up, and dealing with issues such as a late payment.

Be sure to fill in the bracketed words with terminology and language that pertains to your particular business and invoicing system. And, of course, feel free to modify this language to suit your particular needs.

These email templates are the most effective if you have a ClientPay account. Don't have one yet? [Open an account today](#) and start accepting client payments anytime, anywhere!

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# Payment Link Template

ClientPay's custom Payment Links let your clients easily view and pay their invoices online or via their phones. These links can be posted in a variety of places to make payments as convenient as possible for your clients, such as your website, your text messages, or your emails.

Below is an example of how you can incorporate a ClientPay Payment Link into your invoice emails:

**Subject line:** Invoice # [X] for [Service] is ready

Hello [Recipient],

I hope this email finds you well! The latest invoice, number [X], for [Service] is now available and is attached to this email. **Please submit a payment by [Date].**

If you would like to pay your invoice online, we have provided access to our secure payment page below, which you can use to submit payment by credit card, debit card, or eCheck.

Simply click the button below, fill out the payment form, and your invoice can be paid in seconds! You'll also get an email receipt for your records.

[PAY NOW IMAGE]

Best regards,

[Sender]

# Follow Up Template

If the due date for your invoice is approaching and you still haven't seen a payment, it could be useful to send your client a follow up email, reminding them about the invoice and once again providing them with a convenient way to pay.

You might consider sending this email a day or two before the invoice is due to ensure its due date is top of mind when your client reads it:

**Subject line:** Reminder - Invoice # [X] for [Service]

Hello [Recipient],

This is just a friendly reminder about your latest invoice, number [X] for [Service]. This invoice is due on [Date]. You can find the invoice attached to this email.

As a reminder, you can pay your invoices through our secure online billing system. You can pay using a credit card, debit card, or eCheck by clicking the link below.

[PAY NOW IMAGE]

Feel free to reach out if you have any questions about this invoice.

Best regards,

[Sender]

## Late Invoice Template

If a client ultimately fails to pay the invoice by the due date, it now becomes critical to notify them and try to get your project back on track.

Below is a sample email that can help you encourage payment as smoothly (but firmly) as possible:

**Subject line:** Overdue - Invoice # [X] for [Service]

Hello [Recipient],

I hope you are well. I'm reaching out to you regarding invoice number [X] for [Service], which was due on [Date]. You'll find this invoice attached to this email.

Payment for this invoice has not been received.

To resolve this matter promptly, you can pay your invoice online through our online billing system. Simply follow the link below to make a payment by credit card, debit card, or eCheck quickly and securely.

[PAY NOW IMAGE]

Feel free to reach out if you have any questions about this invoice.

Best regards,

[Sender]

## Declined Payment Template

You might run into a situation where a client attempts to make a payment, but the payment doesn't go through. Perhaps the card they are using is declined, or there are issues with funds in their account.

You can use the email below to inform your client about this issue and remind them that you can accept multiple forms of payment:

**Subject line:** Payment declined - Invoice # [X] for [Service]

Hello [Recipient],

I hope you are well. I'm contacting you regarding invoice number [X] for [Service].

Unfortunately, it seems your recent payment for this invoice was unsuccessful, and a payment is still needed.

If you would like to try your original payment method again, or try an alternative payment method, simply click the link below and enter your payment information.

[PAY NOW IMAGE]

Feel free to reach out to us if you have any questions about this invoice. You can find the invoice attached to this email.

Best regards,

[Sender]

# About ClientPay

ClientPay was specifically created to make it easy for your clients to securely pay your firm with credit card, debit card, and eCheck payments. Our team works with you from the moment you sign up to ensure your success, backed by industry-leading technology that is trusted by professionals nationwide. Additionally, our solution surpasses standards for internet security and PCI compliance, so you can rest easy knowing your firm's data, as well as your clients' sensitive data, is always protected by bank-grade security.



**CLIENTPAY**<sup>®</sup>

AN AFFINIPAY SOLUTION

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VISA  DISCOVER  eCheck

For more great resources, and to learn more about our online payment solution, visit [clientpay.com](http://clientpay.com).

