3 MESSAGES THAT GET YOU PAID

When someone pays late, waiting and getting angry doesn't help. Send these three messages, in this order: day 1, day 7 and day 14 after the due date. Fill in the blanks and copy them into WhatsApp, SMS or email.

DAY 1
Friendly nudge

Hi _name_, just a reminder that invoice _#_ for _amount_ was due yesterday. Here's the link to pay: _your pay link_. Thanks!

Most people just forgot. Keep it light.

DAY 7
A clear date

Hi _name_, invoice _#_ for _amount_ is a week late now. Could you pay it by _day and date_? Here's the link: _your pay link_. Let me know if anything is wrong with it.

Give one date. Make it easy to say yes.

DAY 14
Firm, but kind

Hi _name_, invoice _#_ for _amount_ is two weeks late. Please pay by _day and date_, or we'll pause new work until it's paid. Happy to split it into two payments if that helps: _your pay link_.

Say what happens next, and offer a way out.

THE 3 RULES

1 Short
One idea per message. They should read it in five seconds.

2 Polite
No blame and no capitals. You want them to stay a customer.

3 Always the link
Make paying one tap, every time. No "what's your account number?"

NEVER SEND IT ANGRY

Write it, wait ten minutes, then send. And keep it private: never chase a customer in a group or in public.

LATE FEES

Only mention a late fee if your quote or terms already said so. If they didn't, add it to your terms for next time.

SET IT UP ONCE

The day you send an invoice, set three reminders on your phone.

Due date — Day 1 — Day 7 — Day 14

WANT THEM SENT FOR YOU?

We build apps that send reminders like these by themselves, with your pay link, around how your business already works.

Andrew, Flowrate

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