CHASER

GUIDE

# 8 most effective email templates to get invoices paid

CHASER

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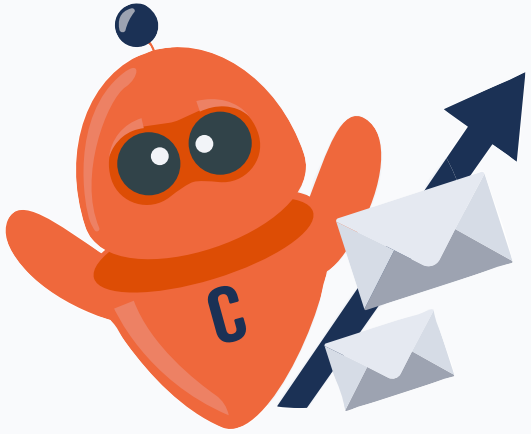

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# Introduction

**Tried and tested, from our 9 years of invoice chasing experience - and having helped businesses chase over $32BN to date...**

We're sharing our top 8 most effective templates!

These templates can be copied and pasted directly, for you to send to customers.

In our experience, personalisation is key in making sure reminders don't get ignored, and customers pay on time!

**So, our templates are built from two parts:**

- Normal Text
- <Placeholders>

Normal text is outside of brackets, and stays the same across all reminders.

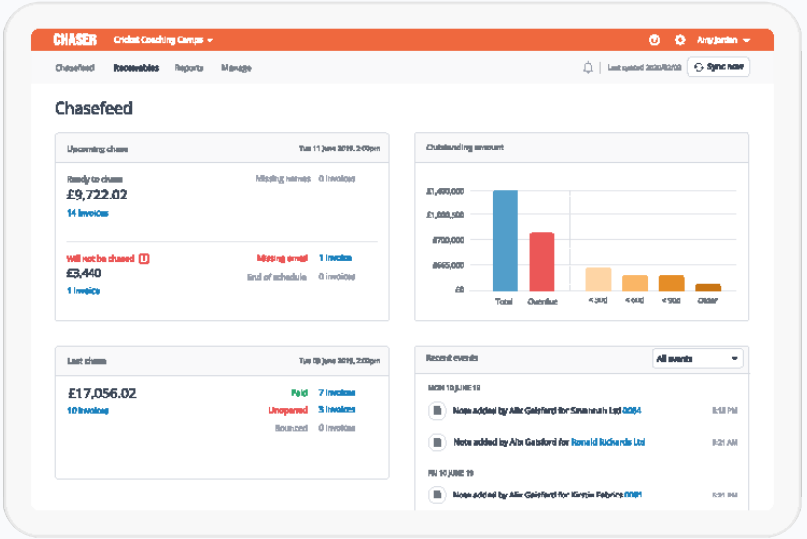
Placeholders are within angle brackets "< >", and signify where adapted text may go, e.g. <our_name> would be replaced with your company's name.

When you sign up for Chaser, these templates are pre-loaded onto your account and placeholder fields are automatically personalised for every recipient.

No more copying and pasting - you can start automatically chasing all of your customers with reminders that look hand-typed!

**Try Chaser for free,** by signing up for a free trial

(no card details required) at: [chaserhq.com/signup](chaserhq.com/signup)



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# Preface

Our top 8 templates cover a range of situations - they're are made up of:

### Single invoice reminders

Used to chase a single outstanding invoice

### Multiple invoice reminders

When you're chasing one customer for multiple invoices

### 'Thanks for paying' messages

Thanking customers for payments. Whilst easily forgotten, we have found this significantly improves future payment times

Placeholder definitions (i.e. the text within angled brackets "< >") can be found at the end of the document

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# 1. Before due

**We recommend sending this polite reminder 7 days before an invoice is due.**

Subject: **<our_name>:** invoice **<invoice_refnum>**

Hi **<recipient_firstname>**

I hope you are well.

I just wanted to drop you a quick note to remind you of the below

outstanding invoices that will soon be due for payment.

**<invoice_table_MULTI>**

I would be really grateful if you could confirm that everything is on track for payment.

Best regards

**<sender_firstname>**

**Tired of copying and pasting?**
**Let Chaser send these emails for you**

No more copying and pasting, and every payment reminder looks hand-typed, with advanced personalisation to match your business' usual style.

Let Chaser's automation handle your invoice chasing so you can focus more time on growing your business. **Experience the market-leading accounts receivable automation software for free, by signing up for a free trial** (no card details required).

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# 2. Early overdue

**We recommend sending this polite reminder when an invoice is 1 day overdue.**

Subject: **<our_name>:** invoice **<invoice_refnum>**

Hi **<recipient_firstname>**

I hope you are well.

We have yet to receive payment from yourselves of

**<invoice_amount_owed>** in respect of our invoice

**<invoice_refnum>** which was due for payment on **<date_due>**.

I would be really grateful if you could let me know when we can expect to receive payment.

Best regards

**<sender_firstname>**

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# 3. Medium overdue

**If an invoice reaches 14 days overdue, we recommend sending this message to give customers a sense of urgency.**

Subject: **<our_name>:** invoice **<invoice_refnum>**

Hi **<recipient_firstname>**

I hope you are well.

We have yet to receive payment from yourselves of

**<invoice_amount_owed>** in respect of our invoice

**<invoice_refnum>** which was due for payment on **<date_due>**.

This invoice is now **<overdue_days>** days overdue and we would really appreciate it if you could advise when we can expect to receive payment as soon as possible.

Best regards

**<sender_firstname>**

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# 4. Late overdue

**Once an invoice reaches 35+ days overdue, we recommend sending this more sternly worded reminder, with OVERDUE in the subject line**

**Subject: <our_name>: invoice <invoice_refnum> OVERDUE**

Hi **<recipient_firstname>**

I hope you are well.

We have yet to receive payment from yourselves of

**<invoice_amount_owed>** in respect of our invoice

**<invoice_refnum>** which was due for payment on **<date_due>**.

This invoice is now **<overdue_days>** days overdue and is becoming really problematic for us. Please could you let us know about when payment will be made as a matter of urgency.

Best regards

**<sender_firstname>**

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# 5. Thanks for paying

Once you have received payment, we recommend sending a thanks for paying message. Whilst easily forgotten, we have found this significantly improves future payment times.

***Chaser automatically thanks customers after every payment, so you don't have to!**

**Subject: <our_name>: invoice <invoice_refnum>**

Hi **<recipient_firstname>**

I just wanted to drop you a quick note to let you know that we have received your recent payment in respect of invoice **<invoice_refnum>**. Thank you very much. We really appreciate it.

Best regards

**<sender_firstname>**

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# 6. Multiple: before due

**Where a customer has multiple outstanding invoices, we recommend sending this polite reminder before their invoices are due.**

**Subject: <our_name>: invoice <invoice_refnum _MULTI >**

Hi **<recipient_firstname>**

I hope you are well.

I just wanted to drop you a quick note to remind you of the below outstanding invoices that will soon be due for payment.

**<invoice_table_MULTI>**

I would be really grateful if you could confirm that everything is on track for payment.

Best regards

**<sender_firstname>**

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# 7. Multiple: overdue

**Where a customer has multiple outstanding invoices, we recommend sending this polite reminder when their invoices are overdue.**

**Subject: <our_name>: invoice <invoice_refnum _MULTI >**

Hi **<recipient_firstname>**

We have yet to receive payment from yourselves for the outstanding invoices summarised in the table below.

**<invoice_table_MULTI>**

The total amount owed for these invoices comes to:

**<invoice_amount_owed_aggregate_MULTI>**.

I would be very grateful if you could advise when we can expect to receive payment for these invoices as soon as you are able.

Best regards

**<sender_firstname>**

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# 8. Multiple: thanks for paying

When you receive payment for multiple invoices at once, we recommend sending a thanks for paying message. Whilst easily forgotten, we have found this significantly improves future payment times.

***Chaser automatically thanks customers after every payment (when multiple invoices are paid, we use the multi-template below) so you don't have to!**

**Subject: <our_name>: invoice <invoice_refnum _MULTI >**

Hi **<recipient_firstname>**

I just wanted to drop you a quick note to let you know that we have received your recent payment in respect of invoices **<invoice_refnum_MULTI>**.

Thank you very much. We really appreciate it.

Thanks

**<sender_firstname>**

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# About Chaser

Chaser helps businesses get paid sooner with its award-winning all-in-one accounts receivables automation platform, debt collections agency and outsourced credit control services.

Users can credit check, monitor debtors, chase late invoices via SMS and email, collect payments, recover debt and reconcile accounts, all in the same unique platform.

Within Chaser's software you have access to a centralised hub that helps you keep track of your accounts receivables activity. You can see at a glance all reminders sent and replies received for each invoice and customer. This saves time spent searching through inboxes, and allows other people in the business to keep up to date on communications. You can easily log call notes or any other important updates which ensures that you are fully prepared for any accounts receivables phone calls you have to make.

Chaser was named B2B Supplier of the Year at the CICIM British Credit Awards (2022), won Best Use of Technology at the Credit Awards (2022), was Xero's 'App Partner of the Month' {August, 2021), and the Accounting Excellence 'Cloud App of the Year' three years in a row (2017, 2018, and 2019).

## Contact us for more information about our pricing

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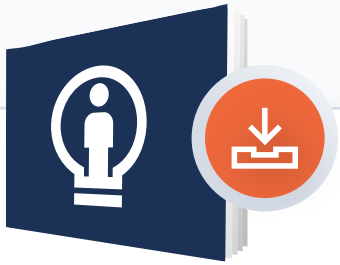
# Further resources

## Webinars

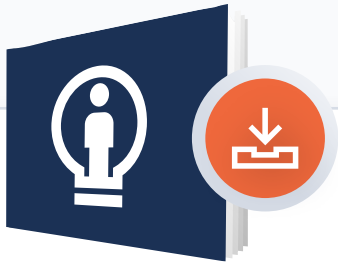
Get paid sooner by automating your accounts receivable processes

Transform your clients' credit control with Chaser

## PDF guides



The essential guide to collections for credit controllers



The ultimate guide to accounts receivable

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# Placeholder glossary

## General placeholders

**<recipient_firstname>** the first name(s) of the person receiving the chasing email

**<recipient_surname>** the surname of the person receiving the chasing email

**<recipient_fullname>** the first name and surname of the person receiving the chasing email

**<customer>** the name of your customer's business

**<customer_account_number>** the account number of your customer's business

**<our_name>** the name of your business

**<sender_firstname>** the first name(s) of the person sending the chasing email

**<sender_surname>** the first name(s) of the person sending the chasing email

**<sender_fullname>** the first name and surname of the person sending the chasing email

## Single placeholders

**<invoice_refnum>** the invoice reference number

**<invoice_refnum_with_link>** the invoice reference number with an online invoice link

**<job_reference>** the reference for the work the invoice is for

**<date_due>** the date the invoice is due for payment

**<invoice_amount_owed>** the amount of the invoice that remains unpaid

**<invoice_total>** the total value (including any sales taxes) of the invoice

**<invoice_date>** the date the invoice was issued

**<days_until_due>** the number of days until payment of the invoice is due

**<overdue_days>** the number of days since payment of the invoice was due

**<weeks_until_due>** the number of weeks until payment of the invoice is due

**<overdue_weeks>** the number of months until payment of the invoice is due

**<months_until_due>** the number of months until payment of the invoice is due

**<overdue_months>** the number of months since payment of the invoice was due

## Multi placeholders .1

**<invoice_refnum_MULTI>** the invoice reference number for each invoice

**<invoice_refnum_with_link_MULTI>** the invoice reference number for each invoice with an online invoice link

**<job_reference_MULTI>** the references for the work the invoices are for

**<date_due_MULTI>** the date each invoice is due for payment

**<invoice_table_MULTI>** table showing each invoice with the due date, the total value and the amount that remains unpaid

## Multi placeholders .2

**<invoice_table_with_link_MULTI>** table showing each invoice (with an online invoice link), due date, the total value and the amount that remains unpaid

**<invoice_amount_owed_MULTI>** the amount of each invoice that remains unpaid

**<invoice_amount_owed_aggregate_MULTI>**the amount of all invoices that remains unpaid

**<invoice_total_MULTI>** the total value (including any sales taxes) of each invoice

**<invoice_total_aggregate_MULTI>** the total value (including any sales taxes) of all invoices

**<invoice_date_MULTI>** the date each invoice was issued

**<days_until_due_MULTI>** the number of days until payment of each invoice is due

**<overdue_days_MULTI>** the number of days since payment of each invoice was due

## Multi placeholders .3

**<weeks_until_due_MULTI>** the number of weeks until payment of each invoice is due

**<overdue_weeks_MULTI>** the number of weeks since payment of each invoice was due

**<months_until_due_MULTI>** the number of months until payment of each invoice is due

**<overdue_ months_MULTI>** the number of months since payment of each invoice was due

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