

Client Ghosting Email Sequence Template

Everything you need when a web design client stops answering mid-project: the delay line to put in your agreement, three messages in order (a one-number reply, a call and a second contact, a pause notice), a voicemail script, a restart reply and a tracker. Fill in every [bracket] and delete the guidance in italics. Works in Google Docs, Word, Notion or any email client.

1. Put this in your agreement before you need it

Silence is easier to handle when the project terms already said what a client delay does. Write it before the project starts, and have it checked where you work.

Client responsibilities. The client will provide content, feedback and written approvals within [5] business days of each request.

Client delays. If the client's delay in providing materials, feedback or approvals lasts more than [10] business days, [the project is paused, and the launch date moves back a day for each day of the delay]. *(AIGA's notes say most design firms specify that a lengthy client delay results in a day-for-day extension of the final deadline. Its form also says delays caused by the client shouldn't count as your fault.)*

Deadlines. [Launch is [10] business days after the client approves the design.] *(AIGA's notes say it's usually best to avoid specific deadlines in a contract because schedules shift, sometimes through client delays, and suggest setting deadlines a certain amount of time after the client approves the previous phase.)*

Ending the project. [Describe how either side can end it, and what happens to the final invoice and the files.] *(AIGA says the agreement must describe the process in advance, from notification through the final invoice. See the "how to fire a client" video for the exit email.)*

Rules on pausing, closing a project and holding files or a launch differ by country and state. This is general information, not legal advice. Have your terms checked.

2. The three messages at a glance

The order and the gaps are a suggestion, not a rule. We found no official source for how many messages or how far apart. The invoice normally went out already, with the launch notice: these messages chase the answer, not the bill. Put every date in your calendar the day you send message one. If the pause date passes with no reply, you're ending the job, not chasing: use the exit email from the "how to fire a client" video and its template.

Message	When	What it does	Tone
1. The number reply	Day 0	Good news, one question answered with 1, 2 or 3, a hold date	Light
2. Call and second contact	The hold date	A short voicemail, and one question to another person at the business	Human
3. The pause notice	A few days later	When you last heard, what pauses and from when, the invoice if one is due	Plain

Most silence is a busy week, a wrong inbox or a decision nobody owns. Assume that first.

3. Message 1: the number reply

Send it as a reply to your last message. Lead with good news, ask one thing, say how long you'll hold their slot.

Subject: [Project name]: reply with a number

Hi [Client first name], [the site is ready to launch].

Reply **1** if it's approved, **2** if you want changes, **3** if you need more time.

I'm holding your launch slot until [Friday the 13th].

[Your name]

Before you send, check: there is one question; it can be answered with a number; there is a hold date you'll actually keep; there is no "did you get my last emails?", no sarcasm and no "ASAP".

4. Message 2: the call, the voicemail and the second contact

On the hold date, call. If there's no answer, leave a voicemail of about fifteen seconds.

Voicemail: "Hi [Client first name], it's [your name] from [your studio]. Your [project] is ready to launch. I've sent a one-line email: reply 1, 2 or 3 and I'll take it from there."

Then, if the business has someone else, email them. Only use a contact the client gave you; never dig one up. One question, and leave the invoice and any money out of it.

Subject: Who should approve the [project name]?

Hi [Second contact first name], I'm [your name], I built the new [business name] website. I haven't been able to reach [Client first name]. Who should I send the launch approval to?

[Your name]

No second contact? Skip this and send message 3.

5. Message 3: the pause notice

Plain, not angry. It says when you last heard, what pauses and from when, and leaves the way back open. If an invoice is due, state it once, with the link. If the date passes with no reply, don't write another chase: send the exit email from the "how to fire a client" video.

Subject: Pausing the [project name] project on [the 20th]

Hi [Client first name], I haven't heard from you since [the 4th].

If I don't hear by [Friday the 20th], I'll pause your launch slot and the project.

Invoice [number], [\$ ____], is still due [Tuesday the 17th]: [payment link]

Reply any time and I'll set a new launch date.

[Your name]

Only say that anything pauses if your agreement allows it. If it doesn't, say what you will do, such as moving to the next free slot in your calendar. Never write a consequence you won't carry out. The pause stops the work; it doesn't cancel the invoice. If your agreement says the site goes live when the final payment lands, say that once, not as a threat, and only if it really says so. For the next project, consider making the balance due at approval, so the site goes live when it lands.

6. When they reply

Answer the same day, and don't ask why it took so long.

Subject: Re: [Project name]

Hi [Client first name], thanks for getting back to me. The next free launch date is [date]. Reply 1 to take it, or 2 and I'll send two other dates. [If an invoice is open: invoice [number] is still open: [payment link].]

[Your name]

7. Subject lines that work, and ones that don't

Skip	Use instead
Just checking in!	[Project name]: reply with a number
Did you get my last emails?	Who should approve the [project name]?
URGENT!!!	Pausing the [project name] project on [date]

8. Tracker

Project	Client	Last reply	Message 1	Hold date	Call	Second contact	Pause notice	Pause starts
[name]	[name]	[date]	[date]	[date]	[date]	[date]	[date]	[date]

9. Checklist before you send

- ☐ Your agreement says what a client delay does, and it was checked locally
- ☐ Every message asks for one thing
- ☐ Every message has a date you'll keep
- ☐ The call comes before the pause notice
- ☐ The pause notice only says what your agreement says
- ☐ The invoice is stated once, with a link, and never as a threat
- ☐ If the pause date passes, you send the exit email, not another chase
- ☐ You'll answer the same day when they reply

This template is general information, not legal or tax advice. Rules on pausing work, closing a project, and holding files or a launch differ by country and state. Have your terms checked by someone qualified where you work.

Template from the One Person Agency channel. Workspace369 can email an overdue invoice for you and create a task so the phone call lands on your list (email workflows on every plan, Cadet included; the pause notice and the call stay yours; 14-day free trial (card required)):

<https://workspace369.com/features/automation/?>

utm_source=youtube&utm_medium=organic&utm_campaign=opa63-template. Our #1 pick is Workspace369.

Example: the same sequence, filled in

A fictional studio and client, so you can see what "specific" looks like. Your numbers and dates will differ.

Project: Harbor Dental website, Standard package, 7 pages, fixed fee **\$4,800**. The first \$2,400 was paid as the deposit. On Monday the 2nd the studio sent the launch notice with the staging link and **invoice 1063 for the \$2,400 balance**, due **Tuesday the 17th**. The client, Dana Ruiz, last replied on Wednesday the 4th. Studio: Reyes Web Studio (Maya Reyes).

Message 1, Monday the 9th. Subject: Harbor Dental site: reply with a number Hi Dana, the site is ready to launch. Reply 1 if it's approved, 2 if you want changes, 3 if you need more time. I'm holding your launch slot until Friday the 13th. Maya

Message 2, Friday the 13th. Maya calls Dana and leaves the voicemail: "Hi Dana, it's Maya from Reyes Web Studio. Your Harbor Dental site is ready to launch. I've sent a one-line email: reply 1, 2 or 3 and I'll take it from there." She then emails Sam, the office manager: Subject: Who should approve the Harbor Dental site? Hi Sam, I'm Maya, I built the new Harbor Dental website. I haven't been able to reach Dana. Who should I send the launch approval to? Maya

Message 3, Monday the 16th. Subject: Pausing the Harbor Dental project on the 20th Hi Dana, I haven't heard from you since the 4th. If I don't hear by Friday the 20th, I'll pause your launch slot and the project. Invoice 1063, \$2,400, is still due Tuesday the 17th: [payment link]. Reply any time and I'll set a new launch date. Maya

If the date passes with no reply, Maya stops chasing and sends the exit email from the "how to fire a client" video.

Check the sums and dates. Deposit \$2,400 + balance \$2,400 = \$4,800 total. Sent Monday the 2nd, due Tuesday the 17th (15 days). Hold until Friday the 13th, notice Monday the 16th, pause from Friday the 20th.

Fictional example. The studio, client and numbers are made up to illustrate the template.