

Web Design Deposit Request Template

Everything you need to ask a web design client for a deposit: the terms, the schedule, the request email, the invoice email, a reminder, and replies to three pushbacks. Fill in every [bracket] and delete the guidance in italics. Works in Google Docs, Word, Notion or any email client.

1. Deposit terms (paste into your proposal or contract)

Put this in the proposal, so the deposit is agreed before the client says yes. Pick your own percentage: no professional body, including AIGA, gives a standard one.

Deposit. A deposit of [\$ ____ / ____%] of the total fee ([\$ ____]) is due **[on acceptance / within 3 business days of acceptance]**. It books your start date of **[date]**. Work starts when the deposit is received.

How the deposit is used. *(Choose one.)*

- ☐ The deposit is applied to the first progress payment, so it is a pre-payment of phase 1.
- ☐ The deposit is held until the end of the project and applied to the final invoice. No interest is paid on it while it is held.

If the project is cancelled. [Before work starts, the deposit is refunded in full.] [After work starts, the deposit is refunded less the work done to that date, at the rates and stages in section 2.] *(AIGA's form says a cancelled project's deposit is refunded less any amounts due to the designer, and that the agreement should describe the cancellation process in advance. Have this wording checked where you work.)*

2. Payment schedule

Choose one layout and write real dates. Check the sum: every payment added together must equal the total.

Payment	Amount	Due
Deposit	[\$ ____]	[date, or "on acceptance"]
[Design approval, optional]	[\$ ____]	[date, or "when you approve the design"]
Balance	[\$ ____]	[date, before launch, for example 3 days before]
Total	[\$ ____]	

Option A, two payments: deposit + balance. Option B, three payments: deposit + design approval + launch.

Invoices are due [on receipt / within 15 days]. (AIGA says Net 15 is common for design firms. Whatever you choose, write the date down.)

3. The deposit request email

Send it the same day the client says yes. It has a day, an amount, a pay link, what it books, and no apology.

Subject: Next step for your website: deposit due [Friday the 6th]

Hi [Client first name],

Welcome aboard! To book your start on [Monday the 9th], the [\$ ____] deposit is due by [Friday the 6th].

Pay here: [payment link]

I'll send the kickoff checklist the moment it lands.

[Your name]

Before you send, check: a due date is named; the amount is in the email; the pay link is in the email, not in an attachment; there is no "sorry" or "whenever you get a chance".

4. The deposit invoice email

Short on purpose: one number, one date, one link.

Subject: Invoice [number]: website deposit, due [date]

Hi [Client first name],

Your deposit invoice is attached and linked below.

Amount: [\$ ____]

Due: [date]

Pay online: [payment link]

Once it's paid, your start date of [date] is booked.

[Your name]

On the invoice itself, put a real due date next to "Due" (never "when convenient") and the way to pay on the invoice, not "see attached".

5. The reminder

Send it the day after the due date, or one day before if you like. Keep it about the invoice.

Subject: Reminder: deposit for your website, due [date]

Hi [Client first name],

A quick reminder that your [\$ ____] deposit was due [date]. Your start date of [date] is held until then.

Pay here: [payment link]

If something's changed, reply and we'll sort it out.

[Your name]

6. Replies to three pushbacks

"Can I pay after the design?"

Your start date is booked when the deposit lands. If [Friday] is tight, I can split it: [\$ ____] now, [\$ ____] at design approval, [\$ ____] before launch.

(Offer a split, not a discount. Check the three amounts add up to the total.)

"Can you start now? I'll pay Friday."

Happy to hold our kickoff call. Design starts the day the deposit lands. Here's the link again: [payment link].

"Is the deposit refundable?"

[Before work starts, it's refunded in full. After that, it's refunded less the work done so far.] It's in section [3] of the proposal, so you can see it before you accept.

7. Checklist before you send

- [] The deposit terms are in the proposal, not added afterwards
- [] Amount, due date and what it books are all written down

- ☐ The pay link is in the email
 - ☐ The refund rule is written, and your terms have been checked where you work
 - ☐ The payments add up to the total
 - ☐ Your reminder is set for [date]
-

8. Acceptance (add under the signature block of your proposal)

To accept, choose a package, sign or type your name, and pay the deposit. Your start date is booked when the deposit is received.

Client name: [_____] **Date:** [_____] **Signature or typed name:** [_____]

Sending lots of these? Workspace369 turns this into a link your client accepts with a typed name and pays the deposit on: https://workspace369.com/features/quoting/?utm_source=template&utm_medium=download&utm_campaign=web-design-deposit-request-template&utm_content=accept

This template is general information, not legal advice. Have your terms checked by someone qualified where you work, especially deposit, refund and late-payment wording.

Template from the One Person Agency channel. Our #1 pick is Workspace369.

Example: the same deposit request, filled in

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

Project: Harbor Dental website, Standard package, fixed fee **\$4,800**. Studio: Reyes Web Studio (Maya Reyes). Client: Dana Ruiz.

1. Deposit terms. A deposit of 50% (\$2,400) is due within 3 business days of acceptance, by Friday the 6th. It books the start date of Monday the 9th. Applied to the final invoice; no interest is paid on it while held. If cancelled before work starts, refunded in full; after that, refunded less the work done to that date.

2. Payment schedule.

Payment	Amount	Due
Deposit	\$2,400	Friday the 6th
Balance	\$2,400	3 days before launch
Total	\$4,800	

(Three-payment option for a client who asks to pay later: \$1,600 deposit, \$1,600 at design approval, \$1,600 before launch = \$4,800.)

3. The request email.

Subject: Next step for your website: deposit due Friday the 6th

Hi Dana, welcome aboard! To book your start on Monday the 9th, the \$2,400 deposit is due by Friday the 6th. Pay here: [payment link]. I'll send the kickoff checklist the moment it lands. Maya

4. The invoice email.

Subject: Invoice 1042: website deposit, due Friday the 6th

Hi Dana, your deposit invoice is attached and linked below. Amount: \$2,400. Due: Friday the 6th. Pay online: [payment link]. Once it's paid, your start date of Monday the 9th is booked. Maya

5. The reminder goes out Saturday the 7th: "A quick reminder that your \$2,400 deposit was due Friday the 6th. Your start date of Monday the 9th is held until then."

6. Pushback reply. "Can I pay after the design?" Reply: "Your start date is booked when the deposit lands. If Friday is tight, I can split it: \$1,600 now, \$1,600 at design approval, \$1,600 before launch."

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