

Web Design Payment Reminder Emails

Template

Everything you need when a web design client hasn't paid: the payment terms to put in your agreement, a three-email reminder sequence (gentle, firm, final notice), a phone-call script, a subject line list and a tracker. Fill in every [bracket] and delete the guidance in italics. Works in Google Docs, Word, Notion or any email client.

1. Payment terms (paste into your proposal or agreement before you need them)

Put this in writing before the first invoice. Everything below is easier to send when the terms were agreed up front.

Invoices. Each invoice is due [on receipt / within 15 days] of the invoice date. (AIGA's form says full payment is due within a certain number of days counting from the issue date, and that Net 15 is common for design firms. Write the actual date on every invoice.)

Late payments. [Describe your late-payment terms here, or leave this out.] (AIGA's form says most design firms charge a late fee, and also that some states limit the rate. Rules differ by country and state. Check your local rules and have the wording checked before you use it.)

Pausing work. If a required payment is not received by [date / 21 days after the due date], [work on the project is paused until it is]. (AIGA's form says you should state that a project may be put on credit hold if required payments are not made. Write it before you need it.)

2. The sequence at a glance

These gaps are a suggestion, not a rule. Pick yours and write the real dates in your calendar.

Step	When	What it says	Tone
Heads-up (optional)	3 days before the due date	The invoice is on its way and here's the link	Friendly
Reminder 1	The first business day after the due date	Invoice number, amount, due date, pay link	Gentle
Reminder 2	About a week later	Same facts, a new pay-by date, offer to help	Firmer

Step	When	What it says	Tone
Phone call	The same day as reminder 2	Ask what's in the way	Human
Final notice	About a week after that	Same facts, what happens next under your terms	Plain

Stop the sequence the moment the invoice is paid. If you send these by hand, put the dates in your calendar when you send the invoice.

3. Reminder 1: the gentle one

Send it the first business day after the due date. It has the facts and a link, and nothing else.

Subject: Invoice [number]: [\$ ____] was due [Friday the 6th]

Hi [Client first name],

A quick reminder that invoice [number] for [\$ ____] was due on [Friday the 6th].

Pay here: [payment link]

If you can pay by [Friday the 13th], we're all set. If something's changed, reply and we'll sort it out.

[Your name]

Before you send, check: the invoice number, amount and original due date are in the email; the pay link is in the email, not in an attachment; there is a new pay-by date; there is no "sorry to bug you", no sarcasm and no threat.

4. Reminder 2: the firmer one

About a week later. Same facts, shorter, and it asks a question.

Subject: Second reminder: invoice [number], [\$ ____]

Hi [Client first name],

Invoice [number] for [\$ ____] is now [7] days past its due date of [Friday the 6th].

Pay here: [payment link]

Please pay by [Friday the 20th]. If there's a problem with the invoice or the work, tell me what it is and I'll fix it this week.

[Your name]

5. The phone call (same day as reminder 2)

Call the same day you send reminder 2. An email can be ignored. A person asking a question usually can't.

1. "Hi [Client first name], it's [your name]. I'm calling about invoice [number]. Is now a good time?"
 2. "I wanted to check it reached the right person. Did it?"
 3. "Is there anything in the way: the invoice, the work, or the payment link?"
 4. If it's a cash-flow issue: "Could you pay part now and the rest by [date]?" (*Check the parts add up to the invoice total.*)
 5. Agree a date, say it back, and send it in writing straight after: "Thanks for the call. As agreed, [\$ ____] by [date]. Link: [payment link]."
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6. The final notice

Plain, not angry. It says what happens next, and only what your agreement already says.

Subject: Final notice: invoice [number], [\$ ____]

Hi [Client first name],

Invoice [number] for [\$ ____] was due on [Friday the 6th] and is still unpaid.

Pay here: [payment link]

If it isn't paid by [Friday the 27th], [work on the project will pause until it is, as set out in section [3] of our agreement]. I'd much rather not. Is there anything I can do to make this easier?

[Your name]

Only write the consequence if your agreement says it. Don't invent a consequence you can't or won't carry out. Have this wording checked where you work.

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

Skip	Use instead
Just checking in!	Invoice [number]: [\$ ____] was due [date]

Skip	Use instead
Friendly reminder :)	Reminder: invoice [number], [\$ ____]
URGENT!!!	Final notice: invoice [number], [\$ ____]
Following up	Second reminder: invoice [number], [\$ ____]

The subject carries the facts, so the email gets opened with the number already in the client's head.

8. Tracker

Invoice	Client	Amount	Due	Reminder 1	Reminder 2	Final notice	Call	Paid
[number]	[name]	[\$ ____]	[date]	[date]	[date]	[date]	[date]	[date]

9. Checklist before you send

- ☐ The payment terms were agreed before the project started
 - ☐ Invoice number, amount and due date are in every email
 - ☐ The pay link is in every email
 - ☐ Every email has a pay-by date
 - ☐ No apology, no sarcasm, no threat in reminder 1
 - ☐ The final notice only says what your agreement already says
 - ☐ You'll stop the moment it's paid
 - ☐ Your agreement says the site goes live when the final payment lands
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This template is general information, not legal or tax advice. Rules on late fees, interest and stopping work differ by country and state (for example, the UK government publishes its own rules on late commercial payments). Have your terms checked by someone qualified where you work.

Template from the One Person Agency channel. Workspace369 can send an escalating unpaid-invoice reminder sequence for you (email reminders on every plan, Cadet included; it sends the same words to every client, so read all three emails first and keep the phone call for yourself; 14-day free trial (card required)): https://workspace369.com/features/automation/?utm_source=template&utm_medium=download&utm_campaign=web-design-payment-reminder-emails-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 will differ.

Project: Harbor Dental website, Standard package, 7 pages, fixed fee **\$4,800**. The first \$2,400 was paid as the deposit. **Invoice 1042 for the \$2,400 balance** was due **Friday the 6th**, before launch. Studio: Reyes Web Studio (Maya Reyes). Client: Dana Ruiz.

Payment terms in the agreement. Invoices are due within 15 days. If a required payment is not received by 21 days after the due date, work on the project pauses until it is. The site goes live when the final payment lands.

Reminder 1, Monday the 9th.

Subject: Invoice 1042: \$2,400 was due Friday the 6th

Hi Dana, a quick reminder that invoice 1042 for \$2,400 was due on Friday the 6th. Pay here: [payment link]. If you can pay by Friday the 13th, we're all set. If something's changed, reply and we'll sort it out. Maya

Reminder 2, Monday the 16th.

Subject: Second reminder: invoice 1042, \$2,400

Hi Dana, invoice 1042 for \$2,400 is now 10 days past its due date of Friday the 6th. Pay here: [payment link]. Please pay by Friday the 20th. If there's a problem with the invoice or the work, tell me what it is and I'll fix it this week. Maya

The call, the same Monday the 16th. "Hi Dana, it's Maya. I'm calling about invoice 1042. Did it reach the right person?" Dana says it went to a previous bookkeeper. Maya resends it and follows up in writing: "Thanks for the call. As agreed, \$2,400 by Friday the 20th. Link: [payment link]."

Final notice, Monday the 23rd *(sent only if the 20th passes unpaid).*

Subject: Final notice: invoice 1042, \$2,400

Hi Dana, invoice 1042 for \$2,400 was due on Friday the 6th and is still unpaid. Pay here: [payment link]. If it isn't paid by Friday the 27th, work on the project will pause until it is, as set out in section 3 of our agreement. I'd much rather not. Is there anything I can do to make this easier? Maya

Check the sums and dates. Deposit \$2,400 + balance \$2,400 = \$4,800 total. Due Friday the 6th + 21 days = Friday the 27th.

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