

Second Reminder: On the Day the Payment is Due

Email subject: Invoice #10237 is due today

Message:

Hi John Doe,

This is just a reminder that payment on invoice #10237 (total \$5,400), which we sent on March 25th, is due today. You can make payment to the bank account specified on the invoice.

If you have any questions whatsoever, please reply and I'd be happy to clarify them.

Thanks,

Jane Doe

- **Why this payment reminder works:** This is one of the most important emails in the sequence, since you're requesting your first call to action to your customer to make their payment. It should be short, straight to the point, but still friendly—that bill isn't technically overdue yet!

3. Third Reminder: One Week After Late Payment was Due

Email subject: Invoice #10237 is one week overdue

Message:

Hi John Doe,

Our records show that we haven't yet received payment of \$5,400 for Invoice #10237, which is overdue by one week. I would appreciate if you could check this out on your end.