

RULES + REMINDER SCRIPTS + THE AUTOMATED FLOW

The Get-Paid-Faster Kit

The average SMB waits 30–45 days to get paid. The fix is rarely "tougher clients" — it's a tighter process. Here are the 7 rules, the 3 reminder emails, and the automated flow that gets invoices paid in under 2 weeks.

01 The 7 rules of getting paid fast

01 Invoice the moment work completes — not month-end.

Every day between "done" and "invoiced" adds a day to your payment time.

02 Put the due date in the subject line.

"Invoice #204 — due Aug 14" outperforms "Invoice attached".

03 Offer at least one instant payment method.

A pay-now link gets clicked; bank transfer instructions get postponed.

04 Keep terms short: 7 or 14 days.

Net-30 is a habit, not a law. Most clients simply pay to the deadline you set.

05 Remind before it's late, not after.

A friendly nudge 3 days before the due date prevents the awkward chase entirely.

06 Never chase manually.

Reminders should send themselves on a schedule — consistent, polite, tireless.

07 Track one number: average days to paid.

If you don't measure it, it quietly grows.

02 The 3 reminder scripts

Polite, firm, effective. Copy, personalize, automate.

3 days before due • Subject: Invoice #{{204}} due this {{Friday}}

Hi {{FirstName}} — a friendly heads-up that invoice #{{204}} ({{1,200}}) is due this {{Friday}} . Pay-now link: {{link}} . Anything unclear, just reply.

1 day overdue • Subject: Invoice #{{204}} — small nudge

Hi {{FirstName}} — invoice #{{204}} came due yesterday; it may have slipped through. Here's the link again: {{link}} . If payment's already on its way, please ignore this!

7 days overdue • Subject: Invoice #{{204}} — let's sort this out

Hi {{FirstName}} — invoice #{{204}} is now a week overdue. If there's an issue with the invoice or timing, tell me and we'll work it out. Otherwise I'd appreciate payment by {{date}} : {{link}} .

03 The automated flow

This is what we build for clients — every step fires without a human.

Work done

Job marked
complete in your
system **trigger**

Invoice out

Generated + sent
with pay-now link
0 min later

Nudge

Reminder 3 days
before due
automatic

Chase

Overdue
reminders day 1
& 7 **stops if paid**

Done

Payment
reconciled, books
updated, you
notified
automatic

Want this running in your business within weeks?

We build this exact flow around the tools you already use. Book a free 30-minute call — we'll map your invoicing process and show you what to automate first.

Book a free call →