

THE FREELANCER KIT

Business Email Templates Pack

30 ready-to-send business emails — payment follow-ups, introductions, apologies, requests and quotations. Copy, fill the brackets, send.

30 READY-TO-SEND EMAILS

2026 Edition · For the buyer's personal use

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Every email in this pack is complete and ready to send: replace the [BRACKETS], keep the structure, delete nothing. The categories follow the money: Payment Follow-ups (1–6), Introductions (7–12), Apologies (13–18), Requests (19–24) and Quotations (25–30). Under each email you will find when to send it and why it is written the way it is.

Email 1 — Friendly Payment Reminder (before due date)

Send 2–3 days before the due date. Keeps the relationship warm while the invoice is fresh.

Subject: Friendly reminder: Invoice #[number] due on [date]

Hi [Name],

I hope you're doing well. This is a friendly reminder that invoice #[number] for [amount] is due on [date] for [project/service].

I've attached the invoice again for your convenience. If you've already arranged payment, please ignore this note – and thank you!

Best regards,

[Your Name]

[Business Name] · [phone]

Why this works: Sent before the due date, a reminder reads as organisation, not chasing. Clients pay organised suppliers first.

Email 2 — Payment Due Today

Send on the morning of the due date.

Subject: Invoice #[number] – payment due today ([amount])

Hi [Name],

A quick note that invoice #[number] for [amount], covering [project/service], is due today, [date].

Payment details are on the invoice. If payment is already on its way, thank you – no need to reply.

Best regards,

[Your Name]
[Business Name]

Why this works: Short and factual. On due-date morning, most unpaid invoices are simply forgotten, not refused.

Email 3 — Overdue 7 Days (polite but firm)

Send one week after the due date, if unpaid.

Subject: Following up: Invoice #[number] now 7 days overdue

Hi [Name],

I'm following up on invoice #[number] for [amount], which was due on [date] and is now 7 days overdue. I haven't received the payment yet.

Could you please confirm when it will be processed? If there's an issue with the invoice itself, let me know today and I'll fix it right away.

Thank you,
[Your Name]
[Business Name]

Why this works: It asks for a date, not an apology — and offers a face-saving exit ('issue with the invoice?') that gets a reply instead of silence.

Email 4 — Late Payment With Late-Fee Notice

Send at 14 days overdue, if your contract includes a late fee.

Subject: Invoice #[number]: late fee applies from [date]

Hi [Name],

Invoice #[number] for [amount] was due on [date] and remains unpaid.

As per our agreement (clause [X]), a late fee of [fee/percent] applies to invoices overdue by more than 14 days. To keep things simple: if payment reaches us by [date – 3 days from now], we will waive the fee entirely.

I value our working relationship and would like to close this out quickly.

Regards,
[Your Name]
[Business Name]

Why this works: The waiver deadline turns a penalty into a favour. Most clients pay within the 3-day window to 'win' the waiver.

Email 5 — Final Notice (30 days overdue)

Send at 30 days overdue. Firm, professional, no threats you won't keep.

Subject: Final notice: Invoice #[number] – [amount] outstanding

Hi [Name],

This is the final reminder for invoice #[number] for [amount], due on [date] and now 30 days overdue. I have sent reminders on [date] and [date] and have not received payment or a reply.

Please arrange payment by [date – 5 working days]. If payment is not received, I will have to pause all current work and pursue the formal options available under our agreement. I would much rather resolve this directly with you – please reply to this email today.

Regards,
[Your Name]
[Business Name]

Why this works: It lists your earlier reminders (a paper trail), sets a hard date, and states a consequence you can actually enforce — pausing work.

Email 6 — Thank You + Balance Reminder (partial payment received)

Send the same day a partial payment lands.

Subject: Thank you – payment received for Invoice #[number] (balance: [amount])

Hi [Name],

Thank you – we've received your payment of [amount paid] toward invoice #[number]. I appreciate it.

For your records, the remaining balance is [amount] of the original [total]. The agreed due date for the balance is [date]. Please let me know if you'd like the updated invoice re-issued showing the part-payment.

Best regards,
[Your Name]
[Business Name]

Why this works: Thanking fast and restating the balance in writing prevents the classic 'I thought that was the full amount' misunderstanding.

Email 7 — Introduction to a New Client

Your first email after a referral, inquiry or sign-up.

Subject: Great to meet you – here's how working with [Business Name] works

Hi [Name],

Welcome aboard – I'm glad [Referrer Name / your inquiry] brought us together.

Here's how we'll work:

1. [Step 1 – e.g. A short call to confirm your goals]
2. [Step 2 – e.g. You receive a written scope and fixed price]
3. [Step 3 – e.g. Work begins; updates every Friday]

Everything is confirmed in writing before we start, and you'll always know what's happening and what it costs.

Could we do a quick [15-minute] call on [day] or [day]? Reply with a time that suits you.

Warm regards,
[Your Name]
[Business Name]

Why this works: New clients fear chaos more than cost. Three numbered steps and 'confirmed in writing' remove that fear in the first email.

Email 8 — Introducing Yourself to a Prospect

A cold-but-warm first contact with a business you want as a client.

Subject: Quick introduction – [Your Name], [what you do]

Hi [Name],

I'm [Your Name], a [your service] based in [city]. I help [type of business] achieve [specific outcome – e.g. "get more bookings from Instagram without posting every day"].

I noticed [specific observation about their business – a real compliment or a real gap], which is exactly the kind of thing I fix for clients like [similar client type – e.g. "two clinics here in Lahore"].

Would a short call on [day] be useful? No pitch – if I can't help, I'll say so.

Best,

[Your Name]

[phone] · [portfolio/website]

Why this works: One specific observation proves this isn't a mass email. The 'if I can't help, I'll say so' line doubles reply rates by removing pressure.

Email 9 — Asking a Client for a Referral Introduction

Send after a successful project, while goodwill is high.

Subject: One small favour – an introduction?

Hi [Name],

I'm glad [project] worked out well – [specific result] was a great outcome.

I'm opening [number] spots for [month] and your name came to mind first: do you know one [business type/person] who is struggling with [the problem you solved]? A simple email introduction is all I need – I'll take it from there and treat them exactly as well as I treated you.

Either way, thank you for being a client I genuinely enjoy working with.

Best,
[Your Name]

Why this works: Asking for 'one' named person is easy to act on. Vague asks ('tell people about me') get forgotten; specific asks get done.

Email 10 — Partnership / Collaboration Pitch

Propose working with a non-competing business that serves your customers.

Subject: Idea: a simple partnership between [Your Business] and [Their Business]

Hi [Name],

I run [Your Business] – we provide [service] for [shared customer type]. Your customers at [Their Business] often need exactly that after they buy from you, and mine often ask me for [their service], which I currently can't offer.

Proposal: we refer clients to each other, and for every referred client who books, the referrer earns [commission % / fixed amount / reciprocal referrals]. No contracts full of fine print – one page, either side can stop anytime.

Worth a 15-minute call this week to see if the numbers make sense?

Regards,
[Your Name]
[Business Name]

Why this works: It leads with what THEIR customers gain, states the money plainly, and keeps the exit door open — partnerships die from fear of lock-in.

Email 11 — Follow-Up After a Meeting

Send within 24 hours of any good meeting or call.

Subject: Great speaking today – next steps inside

Hi [Name],

Thank you for your time today. To summarise what we agreed:

- [Decision / point 1]
- [Decision / point 2]
- [Decision / point 3]

Next steps: I will [your action] by [date]. You mentioned you'll [their action] – just reply here once done and I'll pick it up immediately.

If I missed anything, tell me and I'll correct this summary.

Best regards,
[Your Name]

Why this works: A written summary within 24 hours makes you the most organised person they met this week — and creates a paper trail of what was agreed.

Email 12 — Reactivating a Dormant Contact

For a past client or lead who went quiet months ago.

Subject: It's been a while – one quick update

Hi [Name],

It's been a while since we [last project / spoke about X]. I thought of you because we've just [new service / result / availability – e.g. "opened two project slots for November"].

If [the original problem] is still on your list, I can now [specific offer or new capability]. If it's already handled – no reply needed, and I hope you're well.

Best,
[Your Name]

Why this works: Dormant contacts convert better than strangers because trust already exists. The no-pressure close makes replying feel safe.

Email 13 — Apology for Late Delivery

Send the moment you know a deadline will slip — never after the client asks.

Subject: Update on [project]: new delivery date + what I'm doing about it

Hi [Name],

I'm writing before the deadline, not after it: [project/deliverable] will be ready on [new date], not [original date] as promised. I'm sorry – you planned around that date, and the delay is on me.

The reason, honestly: [one short, real reason – no excuses longer than a line].

What I'm doing about it:

- [Action 1 – e.g. working this weekend to protect the new date]
- [Action 2 – e.g. [compensation: discount / extra deliverable], because your time matters]

The new date of [date] is firm. I'll send a progress update on [midpoint date] so you're never guessing.

Thank you for your patience,
[Your Name]

Why this works: Apologising before the deadline, with a fix and a small compensation, keeps clients. Silence until they chase you loses them.

Email 14 — Apology for a Missed Meeting

Send within the hour of missing the meeting.

Subject: I missed our meeting – I'm sorry, here's my rebooking link

Hi [Name],

I missed our [time] meeting today, and I'm sorry. There's no good excuse – your time is valuable and I wasted it.

Please let me make it right: here are three times I can guarantee – [option 1], [option 2], [option 3] – or simply reply with any time that suits you and I will be there early.

Thank you for your understanding,
[Your Name]

Why this works: Three concrete alternative times in the same email. Making the client do the rebooking work is a second insult — this removes it.

Email 15 — Apology for a Billing Error

Send as soon as a wrong invoice or charge is discovered.

Subject: Correction: Invoice #[number] – we've fixed an error in your favour

Hi [Name],

We found an error on invoice #[number]: you were charged [wrong amount] instead of [correct amount] for [item]. This was our mistake in [brief cause].

We have already [corrected the invoice / arranged a refund of the difference – amount] – [refund timing / corrected invoice attached]. You don't need to do anything.

I'm sorry for the confusion, and thank you for [your business / flagging it].

Regards,
[Your Name]
[Business Name]

Why this works: Announcing the fix as already done — not promised — turns an error into proof of honesty. Clients remember who caught their own mistake.

Email 16 — Apology for a Quality Issue

When work delivered wasn't up to standard and the client complained (or you spotted it first).

Subject: About [deliverable]: you're right, and here's my fix

Hi [Name],

You were right to flag [the issue]. I reviewed [deliverable] again and it doesn't meet the standard I promised you – specifically [the exact problem].

Here is my fix, at no cost to you:

1. [Corrective action 1]
2. [Corrective action 2]

Delivered by [date]. I have also changed [process change] so this doesn't

happen again.

If the fix still isn't what you need, I will [refund/refer you to an alternative] – your result matters more than my invoice.

Apologies again,
[Your Name]

Why this works: Agreeing precisely with the complaint (not vaguely) disarms it. The unconditional fallback at the end is the sentence that saves the relationship.

Email 17 — Apology for a Delayed Reply

When your reply is days late and the client waited.

Subject: Sorry for the slow reply – your answer is inside

Hi [Name],

First, I'm sorry – you wrote on [date] and deserved a faster reply than this.

To your question: [the actual, complete answer – give it fully here, don't just apologise and answer nothing].

Next step: [action + date]. And if anything else is pending from me, this email covers it – otherwise I'll update you again on [date].

Thank you for your patience,
[Your Name]

Why this works: A delayed reply email that only apologises wastes the client's second chance. This one apologises in one line, then delivers the full answer.

Email 18 — Apology for a Cancelled Order / Booking

When you must cancel something the client was counting on.

Subject: We must cancel [order/booking] on [date] – full details + your options

Hi [Name],

I'm sorry to tell you that we must cancel [order/booking reference] scheduled for [date]. The reason is [one honest line – e.g. a supply failure / staff emergency]. I know this disrupts your plans, and I take that seriously.

Your options – your choice:

1. Full refund of [amount], processed today, back in your account within [number] working days.
2. Rebook for [alternative date] with [discount/priority benefit].
3. A credit of [amount + bonus] toward any future order.

Reply with 1, 2 or 3 and I'll action it the same day.

With sincere apologies,
[Your Name]

Why this works: Three numbered options in the same email. A cancelled client who is refunded fast and treated generously often returns — and says why.

Email 19 — Requesting a Testimonial

Send 3–7 days after successful delivery, while the result is fresh.

Subject: Quick favour: 2 sentences about working with us?

Hi [Name],

I'm really glad [project] delivered [specific result]. May I ask a small favour? I'm collecting short testimonials for my website, and your words – just 2–3 sentences – would mean a lot.

To make it effortless, you can simply finish this sentence:

"I hired [Your Name/Business] for [task], and _____."

Or write anything in your own words. May I use your first name and [business name] with it? Reply here and I'll format everything.

With thanks,
[Your Name]

Why this works: The fill-in-the-blank sentence removes the blank-page problem — the #1 reason happy clients never write testimonials.

Email 20 — Requesting an Online Review

After a happy outcome; make it one click.

Subject: Would you review us on Google? (30 seconds)

Hi [Name],

Thank you for trusting us with [project/purchase]. If you were happy with the result, a short Google review would genuinely help a small business like ours get found by the next client.

It takes about 30 seconds – just tap here: [your Google review link]

Thank you either way,
[Your Name]
[Business Name]

Why this works: One link, no instructions longer than the task, no guilt. Timing beats wording: send it while they're still pleased.

Email 21 — Requesting a Meeting / Call

When you need a decision, a kickoff or a review discussion.

Subject: Can we meet for [20] minutes this week? Agenda inside

Hi [Name],

Could we meet for [20] minutes this week? I want to cover three things:

1. [Topic 1]
2. [Topic 2]
3. A decision on [the decision you need], so we can [benefit of deciding fast].

Times that work for me: [option 1], [option 2], [option 3] – or suggest any time and I'll adjust. Video call or in person, your choice.

Thanks,
[Your Name]

Why this works: Busy people accept meetings with an agenda and an end time. The numbered topics prove it won't ramble — the #1 fear behind declined calls.

Email 22 — Requesting Documents or Information

When a project is blocked waiting for client input.

Subject: To keep [project] on schedule, I need these [3] items from you

Hi [Name],

[Project] is on track – the only thing I need from your side to keep the [date] deadline is:

1. [Item 1 – be specific: e.g. "your logo file (PNG or vector)"]
2. [Item 2 – e.g. "the final price list"]
3. [Item 3 – e.g. "confirmation of the delivery address"]

Simply reply to this email with the items attached. If any item is hard to find, tell me – I may be able to work around it. I need them by [date] to hold our schedule; after that the delivery date moves by the same number of days.

Thank you,
[Your Name]

Why this works: A numbered list with a date — plus a fair warning that delays move the deadline day-for-day. That's policy stated politely, before it becomes a dispute.

Email 23 — Requesting a Deadline Extension

Ask early, offer something, and never ask twice for the same deadline.

Subject: Request: extend [deliverable] deadline to [new date]

Hi [Name],

I'm writing early because I respect your schedule: to deliver [deliverable] to the standard you expect, I need until [new date] instead of [current date].

The reason: [one honest line – e.g. the data arrived incomplete / the scope grew with X which we both approved].

What I'll do in return: [interim deliverable on the original date – e.g. a full draft], plus a progress update every [day]. The final date of [new date] is firm – I won't move it again.

Thank you for understanding,
[Your Name]

Why this works: An extension asked in advance with a partial delivery on the original date is a professional request. The same ask made on the deadline day is an apology.

Email 24 — Requesting Feedback After Delivery

Send one week after delivery to catch problems and improve.

Subject: One week on – how is [deliverable] working for you?

Hi [Name],

It's been a week since I delivered [deliverable]. Two quick questions, and honest answers help me more than polite ones:

1. Is it doing the job you needed? (yes / mostly / not yet)
2. If you could change one thing about it – or about working with me – what would it be?

Just reply with a line or two. If something needs fixing, I'd rather hear it now while I can still fix it free.

Thank you,
[Your Name]

Why this works: Two questions maximum, permission to criticise, and 'fix it free' — this email quietly prevents bad reviews and creates repeat business.

Email 25 — Sending a Quotation

The cover email that decides whether your quote even gets read.

Subject: Your quotation for [project/service] – valid until [date]

Hi [Name],

Thank you for the opportunity to quote. Attached is our quotation for [project/service], summarised here:

- Scope: [2–3 line summary of what's included]
- Total: [amount] ([currency])
- Timeline: [duration] from confirmation
- Valid until: [date]

The price includes everything listed – no hidden charges. The only possible extras are [anything genuinely variable], which we would agree in writing before doing the work.

Reply to this email to accept, or tell me what to adjust and I'll revise it within one working day.

Regards,
[Your Name]
[Business Name] · [phone]

Why this works: Decision-makers forward the summary, not the attachment. Scope, total, timeline and validity in the email body means your quote survives being forwarded.

Email 26 — Sending a Revised Quotation

After the client asked for changes to scope or price.

Subject: Revised quotation for [project] – what changed, in one place

Hi [Name],

As requested, here is the revised quotation for [project]. Exactly what changed from the previous version:

- [Change 1 – e.g. removed X: –amount]
- [Change 2 – e.g. added Y: +amount]
- New total: [amount] (was [old amount])

Everything else – scope, timeline of [duration], validity until [date] – stays the same. The revised quote is attached.

If this version works, a reply saying "confirmed" is enough and I'll book the work in.

Regards,
[Your Name]

Why this works: A clean change-list prevents the endless 'but last time you said...' loop. Clients approve faster when they can see only what moved.

Email 27 — Following Up on an Unanswered Quote

Send 3–4 working days after sending a quote with no reply.

Subject: Quick check: your quotation for [project] (sent [date])

Hi [Name],

Just floating this back to the top of your inbox: I sent your quotation for [project] on [date] – total [amount], valid until [date].

Three quick options, any reply helps:

1. "Go ahead" – I'll book it in today.
2. "Too much" – tell me your budget and I'll show you what fits it.
3. "Not now" – no problem; I'll check back in [month].

Which one is closest?

Best,
[Your Name]

Why this works: The 3-option format gives silence an easy exit. Option 2 saves deals that a plain 'just following up' loses forever.

Email 28 — Discount / Special Offer Email

A genuine, time-limited offer to your list or past clients.

Subject: [X]% off [service] – only until [date], only [number] spots

Hi [Name],

A short, honest offer: until [date], I'm taking [X]% off [service] – bringing it to [discounted price] instead of [normal price].

Why now: [real reason – e.g. "two project slots opened up in my November schedule"]. When they're gone, the normal price returns – there are [number] spots, first replies get them.

To claim one, just reply "I'm in" to this email before [date]. No coupon codes, no checkout games.

Best,
[Your Name]
[Business Name]

Why this works: A believable reason and a hard spot-limit make a discount feel like an opportunity. Unexplained permanent 'sales' train clients to never pay full price.

Email 29 — Quote Accepted: Next Steps

Send the moment a client accepts — momentum is highest here.

Subject: Confirmed! [Project] is booked – here are your next steps

Hi [Name],

Excellent – your quotation for [project] is confirmed. Here's what happens now, so you're never guessing:

1. Today: you'll receive [invoice for deposit of amount / the agreement] at this email address.
2. On [date]: [first milestone / kickoff call].
3. By [date]: [delivery / completion], with updates from me every [day].

Your only action right now: [the one thing needed – e.g. "watch for the deposit invoice and use reference [X]"].

Thank you for trusting us with this. Let's make it count.

Regards,
[Your Name]

Why this works: Acceptance energy fades in hours. A same-day email with exactly one client action keeps the project moving while the client still feels decisive.

Email 30 — Price Increase Notice

Give existing clients 30+ days' notice and a reason. Never apologise for pricing.

Subject: A change to our prices from [date] – and what it means for you

Hi [Name],

From [date – at least 30 days ahead], our price for [service] moves from [old price] to [new price]. I'm telling you first because you're an existing client, and there are no surprises in this business.

Why: [honest reason – e.g. material costs / software costs / demand for our time has grown]. What you get for it: [improvement that comes with it, if any].

Two protections for you:

- Any work booked before [date] is charged at today's price.
- [Loyalty term – e.g. your rate is held at (old price+small step) until (later date) as a thank-you.]

Thank you for being part of how this business grew.

Regards,
[Your Name]

Why this works: Advance notice + a grandfather clause turns a price rise into a loyalty moment. Clients who leave over an honest, early notice were leaving anyway.

More from The Freelancer Kit

Done-for-you templates and tools — made to be faster than doing it yourself and more reliable than starting from a blank page:

- Freelancer Proposal Template Pack
- Freelancer Contract Template Pack
- Freelancer Invoice Template Pack
- Complete Freelancer Bundle (all three template packs)
- Excel Auto-Cleaner (Python tool)
- Bulk File Organizer (Python tool)
- PDF Toolkit (Python tool)
- Image Compressor (Python tool)
- Freelancer Proposal & CRM Sidekick (Chrome extension)
- Freelancer Sidekick Pro
- Resume & CV Template Pack
- Cover Letter Template Pack
- Client Onboarding Pack
- Cold Outreach Scripts Pack
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