



EMAIL TEMPLATES FOR SMALL BUSINESS OWNERS

SEND EMAILS FASTER

Running a business means your to-do list is never empty. Some days you hardly find time for your mail. Well-written email templates help you send the right information fast, leaving your time free for other work.

HELP READERS UNDERSTAND...

It's the same for your clients—they receive lots of emails every day. You can make yours stand out by making them clear and easy to read. Our email templates show you how to present important information, so readers know what's going on.

... AND TELL THEM EXACTLY WHAT TO DO

Business emails usually have a goal, something you want your reader to do. And people are more likely to take action when you lay out the next steps. So take charge! Explain clearly what you need from your reader, why, and by when.

It's good practice to remind a client of an invoice that is due soon. It's even better practice to specifically ask the client to confirm that payment is on its way.

EMAIL TEMPLATES:

1. Sending an invoice
2. Sending a payment reminder
 - a. Payment due soon
 - b. Payment overdue
 - c. Late fee applied
3. Sending a quote
4. Following up after a quote
5. Invitation for a speaking event
6. Invitation for a trade fair
7. Contact form received
8. Offering client appointments
9. Sending a download link

USEFUL RESOURCES:

- Out-of-office reply
- Email signature



EMAIL TEMPLATE: SENDING AN INVOICE

Make your subject line clear

Readers see your subject line before your email. Mention your invoice in the subject line, so your reader knows this message is important. This also helps people find your email again in their inbox.

Make it easy to scan

Many busy clients only scan their emails quickly, so the important information should jump out at them: there's an invoice attached, and they need to pay it.

Include a payment deadline

You deserve to get paid. And you deserve to get paid on time. Make sure you give clients a clear payment deadline. This might feel awkward when you just start out, but it's standard practice for every business.

Formal

Subject line:

Your invoice [invoice number] from [your business name] is due on [due date]

Email content:

Dear [name],

Please find attached your latest invoice for [amount] which is due on [due date].

If you have any questions, please let me know.

Kind regards,

[Email signature]



EMAIL TEMPLATE: SENDING AN INVOICE

Casual

Subject line:

Your invoice is ready! Due by [due date]

Email content:

Hi [name],

I hope you're well and that the muscle ache from your run wasn't too bad!

As agreed, I have attached your invoice for [name of project or service] completed on [date]. This invoice is due on [due date].

All the payment details you need are included on the invoice and if you have any questions please let me know.

It's been a pleasure working with you and I hope you'll keep me in mind when similar projects come up in future.

Many thanks,

[Email signature]



EMAIL TEMPLATE: SENDING A PAYMENT REMINDER

Help clients pay in time

Clients don't want to be late with their payments. But they are very busy. So reminding them of outstanding invoices is good business. You get paid, and your clients feel good about paying in time. Everybody wins!

Explain effects of late payment

If you have a late fee in your terms and conditions, it can be legally required to mention a late fee in time. But even if it isn't, it is the decent thing to do. Being clear upfront helps you avoid unpleasant conversations down the line.

Ask your client to act

Sometimes clients need a concrete instruction to get things done. Ask your client to confirm that you will be paid in time or, even better, to give you a payment date. A clear request like this tells the client exactly what you expect: action.

Formal

Subject line:

Reminder: Invoice [invoice number] from [business name] is Due Tomorrow

Email content:

Dear [name],

This is a reminder to let you that Invoice [invoice number] is due tomorrow. As per my Terms and Conditions, a late payment fee will apply if payment becomes overdue by [set number of days after which a late fee applies] days.

I'd appreciate it if you could confirm that this is on track for payment.

If you have already arranged payment, please ignore this reminder.

Kind regards,

[Email signature]



EMAIL TEMPLATE: SENDING A PAYMENT REMINDER

Casual

Subject line:

Payment Reminder: Invoice [invoice number] is due tomorrow

Email content:

Hi [name],

I hope you're doing well. This is a friendly reminder that invoice [invoice number] is due tomorrow. As per my Terms and Conditions, a late payment fee will apply to payments overdue by [set number of days after which a late fee applies] days.

Please could you look into this from your side and confirm that payment has been arranged?

Many thanks,

[Email signature]



EMAIL TEMPLATE: PAYMENT OVERDUE

Formal

Subject line:

Late Payment Reminder: Invoice [invoice number] from [business name] is
Now Overdue

Email content:

Dear [name],

This is a reminder to let you that Invoice [invoice number] is now overdue. As per my Terms and Conditions, a late payment fee will apply if payment becomes overdue by [set number of days after which a late fee applies] days.

Please arrange your payment as soon as possible.

If you have already arranged payment, please ignore this reminder.

Kind regards,

[Email signature]



EMAIL TEMPLATE: PAYMENT OVERDUE

Casual

Subject line:

Late Payment Reminder: Invoice [invoice number] is now overdue

Email content:

Hi [name],

I'm writing to let you know that invoice [invoice number] is now overdue. As per my Terms and Conditions, a late payment fee will apply to payments overdue by [set number of days after which a late fee applies] days.

Please could you look into this from your side? I'd appreciate it if you could update me on this today.

As always, if you have any questions please let me know.

Many thanks,

[Email signature]



EMAIL TEMPLATE: LATE FEE APPLIED

Casual

Subject line:

Late Payment Fee Notice: Invoice [invoice number] from [business name] is Overdue

Email content:

Dear [name],

This is a reminder that Invoice [invoice number] due on [due date] is now overdue by [number of days or weeks since due date]. As per my Terms and Conditions, a late payment fee now applies.

Please arrange your payment today.

If you have already paid this invoice, please ignore this reminder.

Kind regards,

[Email signature]



EMAIL TEMPLATE: LATE FEE APPLIED

Casual

Subject line:

Late Payment Reminder: Invoice [invoice number] is overdue

Email content:

Hi [name],

I'm writing to let you know that invoice [invoice number] is still overdue. As per my Terms and Conditions, a late payment fee now applies.

Please could you arrange payment and give me an update today? As a small business, I rely on timely payments to keep serving my customers, which I'm sure you will appreciate.

As always, I'm happy to help if you have any questions.

Many thanks,

[Email signature]



EMAIL TEMPLATE: SENDING A QUOTE

Remind the client what the quote is for

Your client may be talking to many people about many projects. Help them out by stating clearly what project your quote is for. That context makes it so much easier to do business with you.

Tell your client where to find the quote

We have all, at some point, forgotten to look at an attachment. Don't put your client in that position. A simple sentence saying you've attached a document to the email reminds your client exactly where to look.

Mention the expiration date

Tell your client when you need an answer by and what they need to do to secure your services at the price quoted. Isn't this info already included in your attached quote? Yes! But highlighting it in the email adds a sense that the clock is ticking and encourages clients to respond quickly.



EMAIL TEMPLATE: SENDING A QUOTE

Formal

Subject line:

[Your business name]: Quote for [project name]

Email content:

Dear [name],

Following our chat on [date], please find attached your quote for [name or description of project] as requested.

In our last conversation, we discussed several open questions. I have now answered these below and included further details in the attached quote.

What is the ETA for missing components?
All required components are now in stock.

The quote total is [amount]. This offer is valid until [expiry date].

I am available to start work on [project] from [starting date], pending your approval of the attached quote. Please let me know by reply if you'd like to go ahead.

Kind regards,

[Email signature]



EMAIL TEMPLATE: SENDING A QUOTE

Casual

Subject line:

[Your business name]: Your Quote for [project name] is Ready!

Email content:

Hi [name],

It was great to talk to you on [day or date] and find out a bit more about [name or description of project]. I've taken a closer look at the details, and I'm now pleased to share your quote below.

Here are the open questions we discussed, which I've now answered:

When can the missing parts be here?

Since I need these regularly anyway, I included some in my last order. I now have everything I need for your project in stock.

The total cost will be [amount] [plus or including taxes]. This quote is valid until [expiry date] and I've attached a detailed quote to this email.

If you're happy to go ahead, my next available start date is currently [date], so please let me know if this works for you.

Many thanks,

[Email signature]



EMAIL TEMPLATE: FOLLOWING UP AFTER A QUOTE

Repeat the basics

Your client might not have all the facts in mind when they read your email. Save them any extra work by mentioning what you've quoted for. This quick summary brings them up-to-speed and helps them act fast.

Ask the client to act

You're sending this followup email to get your quote approved and close the deal. Your client has all the information, but you need to get that contract signed. Ask the client to contact you and don't forget to mention when your offer expires.

Attach your quote

Don't make your client search for your original email. You want to get your quote signed off, so attach it to the email. That way your client has all the necessary information to get moving right there and then.

Formal

Subject line:

[Your business name]: Quote for [project name] expires on [expiry date]

Email content:

Dear [name],

Thanks again for requesting a quote for [name or description of project]. This is a reminder that your quote, as sent on [date], is valid until [end date]. You will find a copy of the quote attached to this email.

If you'd like to go ahead with the project, please confirm by reply by [end date]. I'm also available to answer any questions or amend the scope of work as necessary.

Kind regards,

[Email signature]



EMAIL TEMPLATE: FOLLOWING UP AFTER A QUOTE

Casual

Subject line:

[Your business name]: Your quote for project name] is valid until [expiry date]

Email content:

Hi [name],

This is just a reminder that your quote for [project name], sent on [date], is valid until [expiry date]. I've attached a copy to this email for your reference.

Before I can start work I need confirmation from you, so I wanted to check if you have any questions?

I'm looking forward to working on [project name]. If you want to go ahead, please let me know by [date] and we can get started!

Many thanks,

[Email signature]



EMAIL TEMPLATE: INVITATION FOR A SPEAKING EVENT

Explain the value for existing customers

Clients you work with won't always see the value in hearing you speak. How will attending this event benefit their company? Is it relevant to the work you do with them? Get them on board by explaining why your talk is worth their time.

Offer an alternative

You don't just send this kind of email to build an audience for your talk. You can use it to reopen the conversation with clients you haven't spoken to in a while. So if people can't attend the event, offer them a link to the recording or invite them for a coffee to catch up.

Add your branding

Any email you send should sound like you. An invitation to a speaking event even more so! You will be representing your company values, as well as your personal style and interests in your talk. This email sets the stage and should reconfirm these to your existing customers.



EMAIL TEMPLATE: INVITATION FOR A SPEAKING EVENT

Formal

Subject line:

Learn more about [topic of talk] from my talk at [event]

Email content:

Dear [name],

As part of the upcoming [event] on [event date] I will present a project I have been working on for [client].

Working on this project produced many new insights that I would be happy to share.

You can attend the talk via this [live stream](#).

I would suggest a meeting afterwards to discuss the use of these principles in the work I do for your company.

In case the timing doesn't fit your schedule, I will be happy to share a recording after the event.

Looking forward to seeing you at [event],

[Email signature]



EMAIL TEMPLATE: INVITATION FOR A SPEAKING EVENT

Formal

Subject line:

You're invited! I'll be speaking on [topic] at [event]

Email content:

Hi [name],

Are you interested in learning more about [topic]? I'll be speaking on the topic at [event] on [event date] and wanted to give you an early invite.

I'll be digging deeper into a recent project I worked on with [client / collaborator] and sharing how you can apply our learnings in your own work to [describe benefit]. You might have heard me mention it already because I learned so much during the process!

You can [watch / listen / join] via [this link](#).

I would love to catch up afterwards and see if we can apply some of the same principles at your company.

Not available on [event date]? No worries! Just let me know, and I'll send you a link to the recording.

Hope to see you there,

[Email signature]



EMAIL TEMPLATE: INVITATION FOR A TRADE FAIR

Explain the value for your client

Meeting you at an event can strengthen a great working relationship with a client. You can demonstrate ways to work more effectively together and help them grow their professional network. Whatever the value is for your clients, make sure to mention it.

Make the basics really simple

Every invite needs details! Give your clients the important information and make it easy to spot: time, date, location, and duration. Combined with the value they'll get out of it, this is the core of a welcoming invitation.

Show you keep up with the latest in your field

Even if clients can't come to the trade fair, telling them about your visit will show that you're keeping up with the latest. This is also a great way to reactivate clients by encouraging them to get back in touch.



EMAIL TEMPLATE: INVITATION FOR A TRADE FAIR

Formal

Subject line:

Your Invitation to [event] from [Your business name]

Email content:

Dear [name],

As you may already know, the [event name] is fast-approaching!

This year's event is taking place on [event date] and I'd like to invite you to visit me at the [your business name] stand while you're there. My stand will be located at [area or location of stand] where I'll be [all day / from X to X] showcasing my latest projects and catching up with clients old and new.

I'll also be giving a keynote speech on [topic] in [venue] at [time]. This is a free session but please arrive early as space is limited.

If you have anything you'd like to discuss at the event, just drop by the stand or reply to this email to schedule an appointment in advance. I look forward to seeing you there.

Kind regards,

[Email signature]



EMAIL TEMPLATE: INVITATION FOR A TRADE FAIR

Casual

Subject line:

Come and meet me on [event date] at [event]

Email content:

Hi [name],

It's that time of year again! The [event] is coming up on [event date]. But I have more exciting news: this time I'll be there with my own stand!

The [your business name] stand will be located at [area or location of stand] and I'll be there [all day / from X to X] showcasing my latest projects and, of course, catching up with clients and friends. Please drop in for a coffee and a chat! I'd love to see you there. I may even have a few of my latest projects to show you...

I'll also be giving a keynote speech on [topic] which you're welcome to join for me at [time] in [venue].

Looking forward to seeing you on [event date],

[Email signature]



EMAIL TEMPLATE: CONTACT FORM RECEIVED

Confirm that you received the message

A potential client visits your website. They fill in your contact form and hit “Send.” What now? You can reassure them with a simple automated email that tells them, “Yes, your message has reached me.”

Set clear expectations

The next thing your visitor wants to know is what happens next. You don’t need to go into detail, but setting the expectations is a good thing. Let them know when they can expect a response from you.

Offer an alternative

Your visitor will want to know what will happen next. You don’t need to go into lots of detail, but letting them know when they can expect a response will keep them on-side and discourage them from chasing you up.

Formal

Subject line:

[Your business name]: Thanks for your message

Email content:

Hello,

I’m pleased to hear that you’re interested in finding out more about what [your business name] can do for you.

I’ve now received your message and will get back to you as soon as possible. Until then, you might find some interesting information in my FAQ: website.com/faq

For urgent inquiries, please call 0123-456 789.

Kind regards,

[Email signature]



EMAIL TEMPLATE: CONTACT FORM RECEIVED

Casual

Subject line:

Thanks for getting in touch with [your business name]!

Email content:

Hi, thanks for writing in. It's great to hear from you.

I check this email regularly during business hours (9:00 - 17:00) so you should hear back from me soon.

How about a look at my latest projects on my Instagram while you wait?
Head over to my Instagram: [instagram.com/\[your Instagram\]](#)

Many thanks,

[Email signature]



EMAIL TEMPLATE: OFFERING CLIENT APPOINTMENTS

Explain the context

In some professions, clients might not hear from you for months. So before you encourage people to schedule an appointment on your website, add a short sentence to explain why you're sending this email.

Make it easy to act

One click is enough to bring clients to your booking system. Once they are there, they'll schedule that appointment. Just make sure that your booking link stands out clearly and your client isn't confused about where to click.

Remind them you're here to help

Clients might have questions before they book. Does a full service include tyres? Are they due for a dental checkup or a scale and polish? If you can't add specific details to every email, make it clear that you're only at the end of the phone (or "Send" button) with answers.

Formal

Subject line:

[Your business name]: Book your [type] appointment online

Email content:

Hello,

It's close to 6 months since your last dental checkup. You can book an appointment for your next visit through my website:

Book now

Should you have any questions, don't hesitate to give me a call.

[Email signature]



EMAIL TEMPLATE: OFFERING CLIENT APPOINTMENTS

Casual

Subject line:

[Your business name]: Let's schedule your [type] check up

Email content:

Hi,

It's almost 6 months since your last [type] check up. If you are as busy as I am, making the appointment is easily forgotten.

So let's schedule an appointment right now:

[Click here to book your appointment](#)

And don't forget to add it to your calendar!

See you soon,

[Email signature]



EMAIL TEMPLATE: SENDING A DOWNLOAD LINK

When to include a download

There are files that you keep sending out, like a wedding planner's catalog, instructions for a photoshoot, or the user manual for a machine you sell. Making them available as downloads on your website can prevent questions and save you time.

Tell readers what they download

'What happens when I click this link?' Don't make your client think that: explain what file they download in your mail. You help even more by using descriptive words for the link itself.

Adjust the examples below

Situations where a download link makes sense are usually unique for each business. So use the two example templates below and adjust them to your own situation. We've highlighted the different sections to include.



EMAIL TEMPLATE: SENDING A DOWNLOAD LINK

Formal

Subject line:

[Your business name]: Download [describe the file] on my website

Email content:

Dear [name],

[short introduction]

First, let me congratulate you on your upcoming marriage. I wish you all the happiness in the world and would be delighted to help you celebrate your special day.

[context for the download]

To answer your questions about the options available at [name of your venue], I have attached my catalog. In here, you will find images and feature summaries for each of our rooms.

[easily recognizable download link]

[Download the catalog here](#)

[extra info about the file]

Should you have any special requests that you don't see in the catalog, please do get in touch, and I'll be happy to help. I understand that no two weddings are the same and I will do my utmost to organize the day exactly as you imagine it.

[closing]

Of course, there's nothing quite like walking into your dream venue and imagining it come to life. When you're ready, please call me on 0987654 321 to arrange your private tour at a time to suit you.

Kind regards,

[Email signature]



EMAIL TEMPLATE: SENDING A DOWNLOAD LINK

Casual

Subject line:

[Your business name]: Download [describe the file] on my website

Email content:

Hi [name],

[short introduction]

Your photoshoot is coming up next week. Are you excited?

[context for the download]

Over the years, I've learned a few things about what makes an amazing photoshoot—and what doesn't. So to help you get the most out of your session, I've packed all my expert tips into an easy-to-read guide. You'll find practical advice, outfit tips, and examples from some of my favorite shoots.

[easily recognizable download link]

[Download the guide here](#)

[extra info about the file]

This photoshoot is for you, and you'll always feel more comfortable when you know what to expect. This guide is your first step to images you'll treasure for a lifetime.

[closing]

Looking forward to seeing you next week!

[Email signature]



EMAIL TEMPLATE: OUT-OF-OFFICE REPLY

Thank people for writing

Let existing clients and potential customers know that you appreciate them writing to you. While you're out, your out-of-office reply will do the talking for you, so it needs to be suitable for every recipient. Saying "Thanks" is a safe bet for making a good impression.

Help clients plan

When clients email you, it's usually because they want something back. It might be an appointment, a piece of advice, or maybe they have a new job for you. Tell them when you are available again, so they can plan their work.

Offer an alternative

If you think you might get urgent requests while you are away, offer clients an alternative. Asking another business owner to step in for emergencies strengthens your professional network and is a great service for your clients.

Formal

Subject line:

I will be out of office until [date]

Email content:

Hello,

Thank you for your email.

I'm currently out of the office. If you have an urgent matter, please contact [replacement] at [contact option].

Otherwise, I will respond following my return on [return date].

Kind regards,

[Email signature]



EMAIL TEMPLATE: OUT-OF-OFFICE REPLY

Casual

Subject line:

I'm out of office until [date]

Email content:

Hi,

Thanks for getting in touch.

I'm not in the office right now and will be available again from [return date].
So please bear with me, and I'll respond to you then.

If you're looking for someone urgently, I can highly recommend [other
business]. I know they do great work.

Many thanks,

[Email signature]



EMAIL TEMPLATE: EMAIL SIGNATURE

Don't skip the signature

At the end of a business email, you don't just write your name. Every one you send should be recognizable as official business communication. Remember to use your brand colors and add your logo to keep all your emails looking professional and trustworthy.

Check for legal requirements

In many countries, there are specific rules about the information your email signature must contain. We recommend that you have a legal expert check your signature to make sure you fulfill the legal requirements for your country.

Add a call to action

Your signature goes out with every email you send—and potential clients can be found in unexpected places! Including a call-to-action in your signature makes it easy for all those customers to find out more on your website, social profile, or online store.

Basic signature template:

[your name]

[position or job title]

[company name] | [business address] | [website URL]

[call to action]

[your logo]