AMEERA SUREKHA_

THE POLITE CHASING STANDARD

Chasing unpaid invoices is a workflow, not a mood. The steps never change: invoice overdue, polite nudge, wait, nudge again. So write the standard once, in your own voice, and let your invoicing software send it on schedule. This page is that standard. Fill it in, switch the reminders on, and stop dreading the awkward email.

01 TONE RULES

- **Assume they forgot.** Most late payments are admin, not malice. The first nudge is a favour, not an accusation.
- **State facts, not feelings.** Invoice number, amount, due date, payment link. Nothing else needs to be in the email.
- **One ask per email.** "Could you settle this by Friday?" beats three paragraphs of throat-clearing.
- **Never apologise for asking.** You did the work. "Sorry to bother you" trains people to pay you last.
- **Write like you speak.** If you would not say it across a table, do not put it in the email.

02 THE THREE-NUDGE SCHEDULE

WHEN	NUDGE	WHAT IT SAYS
Day 1 overdue	**The heads-up**	Friendly and brief. "This one slipped past its due date, here is the link." Assume good faith. No pressure.
Day 7	**The reminder**	Same facts, firmer frame. Restate the amount and the original due date. Ask for a payment date, not just payment.
Day 14	**The direct ask**	Plain and unmistakable. Name the next step and the date it happens. Still polite. Still no threats.

Pick your own days if these do not fit your trade, then keep them. The schedule only works if it never depends on how brave you feel that morning. Xero and QuickBooks both have these reminders built in: switch the setting on, paste in your wording, choose when the nudges go out.

03 THE ESCALATION POINT

Decide the day the emails stop and something else starts, and write it down **before** you need it. After the third nudge this is no longer a reminder problem, so stop sending reminders. Escalation usually means a phone call from you personally, then a final letter naming interest or a collections step if your terms allow one. The final email announces the next step plainly, with no drama and no apology, and then you follow through on the date you named. An escalation you do not act on is just a fourth nudge.

04 THE NEVER-DO LIST

- **Never threaten** in a nudge. Threats live at the escalation point or nowhere.
- **Never guess the numbers.** Copy the amount and due date from the invoice every time.
- **Never chase twice in one week.** Trust the schedule you set.
- **Never send words that are not yours.** Template tone reads as template tone.
- **Never vent in writing.** The email may be read by their accountant, or a judge.
- **Never let software send anything you have not read** in its final wording first.

05 FILL IN YOUR VOICE

WRITE LIKE

"Hi Sam. Invoice 214 for €450 was due last Friday. Here is the link if it slipped past you."

NEVER LIKE

"We regret to inform you that your account is in arrears and prompt settlement is required."

YOUR FIRST NUDGE, IN YOUR WORDS

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YOUR NUDGE DAYS	YOUR ESCALATION DAY
YOUR NEXT STEP	YOUR SIGN-OFF