EMAIL SCRIPTS — copy, adjust, send

1. Reply to a new inquiry

“Hi [Name], thanks for reaching out. So I'm sure I point you at the right thing: what are you hoping this project does for your business, and when do you need it by? If it's easier, I'm happy to jump on a 15-minute call this week. — [Your Name]”

2. Follow-up when a proposal goes quiet (send at day 4 and day 10)

“Hi [Name], just floating this back to the top of your inbox. The proposal I sent has three packages starting at $[X]; the middle one is what most clients pick. Happy to answer questions, or to trim it down if the budget's the sticking point. — [Your Name]”

3. Polite late-payment nudge (day 1 past due)

“Hi [Name], hope you're well — a quick note that invoice #[___] for $[___] came due yesterday. If it's already on its way, ignore this with my thanks. If not, here's the payment link again: [link]. Anything I can help with on it? — [Your Name]”

4. Firmer second notice (day 14 past due)

“Hi [Name], invoice #[___] for $[___] is now two weeks past due, so I've paused further work until it's settled, per our agreement. As soon as payment lands I'll restart right away. If there's a problem with the invoice itself, tell me today and we'll sort it out. — [Your Name]”