GUIDE TO

COLLECTION LETTERS

C2C Resources has helped over 25,000 businesses collect their accounts receivable.

THE GUY THAT GETS YOU PAID

Introduction

What's your in-house strategy for collecting on past due accounts? Do you call? Write? Wait? How soon after the past due date do you begin contact with your customer to collect? At what point should you draw the line in the sand?

Most business owners find the process of collections frustrating. Having past due accounts is aggravating enough, but writing the letters and figuring out when and how to send them is just one more thing in a sea of things that has to be done to run a business.

We understand these frustrations.

It's our hope that in some way, this eBook will help you establish an in-house process for a solid collection letter campaign that gets results.

Getting paid in full is the aim, but if you can do that AND retain the customer in the process, you'll be nothing short of a super-star!

In this eBook, we've focused on letters, however, we can't emphasize enough how important phone calls are when collecting on past due accounts. In some cases, you may need a series of letters in conjunction with several follow up phone calls to get the job done. In the course of collections, don't discount the possibility of implementing a payment plan to get a customer back on track.

Many of our clients have confided to us that initially, they thought writing an effective collection notice would be simple. But often, when they actually sat down to craft the letter, they found it wasn't so easy after all. For one thing, emotions often get in the way.

Everyone has a threshold of patience. But if you wait until you've reached yours to write to your delinquent customer, you might as well stop before you start. Using pre-written templates will keep emotions from getting in the way, while keeping communication on track.

Getting paid in full is the aim, but if you can do that AND retain the customer in the process, you'll be nothing short of a super-star!

To reach those goals, you need to know how and when to communicate with your customers once an invoice is past due. That's what we've provided in this eBook.

An effective collection letter campaign is composed of a series of well-written letters, sent in succession and arriving in your customer's hands at the right time.

Our Collection Timeline will help you determine the optimal time to send letters and make phone calls for the best possible outcome.

Along with a proven timeline, this handy guide to collection letters provides templates for a variety of approaches to written communication, as well as the elements that every collection letter should have.

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Collection Letter Strategy Overview

Past due invoices happen for all kinds of reasons. At C2C Resources, we've pretty much heard them all. What we've found over the course of many years in the collections business is that past dues can sometimes be prevented altogether with pro-active, in-house measures.

The work you do *before* you send the first invoice can save you from many accounts ever becoming delinquent in the first place. Frequent communication, follow up when an order has been received, and a touch base after you send an invoice can circumvent issues down the road.

Like we said, past dues happen for a lot of reasons. But in some cases, an invoice can go unpaid over simple stuff… stuff you can easily remedy today!

THREE OF THE TOP REASONS COME TO MIND:

1. Payment can be delayed because your customer finds your invoice confusing.
2. Delays happen when a customer finds what he believes to be an inaccuracy in the invoice.
3. Late pays happen when a customer claims that an invoice was never received.

There are solutions to all of this. Let's break it down.

THE CONFUSING INVOICE

Just like you, your customer is a busy person. You certainly don't want to make paying you difficult in any way! If your invoice is confusing or complicated, it stands a chance of getting placed in a 'to do' pile, which will only delay payment.

Start with clear, easy to read invoices that prominently display the information your customer needs to know at a glance.

THE CONFUSING INVOICE *continued*

Use a hierarchy layout to help readers define how they should read the content. This also helps readers navigate by browsing and scanning, which is necessary when invoicing because you want the customer to immediately find the following:

The Amount due
The Payment terms
The Invoice number
Method of payment accepted
Your contact information

Lots of white space makes an invoice easier to read and quick to scan. You may wish to **use color*** to draw attention to certain areas of your invoice. Pay careful attention to the font you select. **Font legibility*** can play a key role in how quickly you get paid.

When you first establish a relationship with your customer, we advise showing him an invoice at the same time that you're going over your payment terms. That way you can familiarize him with the layout of your invoice and he can ask questions if clarification is needed.

The more your customer has to work to find the information he needs, the more you risk that he will toss it aside to deal with at a later time.

**Full articles can be found at the end of this eBook.*

THE INACCURATE INVOICE

When there's an **inaccuracy on an invoice**, payment slows to a crawl. Your customer will either call you immediately, and therefore eat up your time and theirs trying to sort out the discrepancy OR your customer will put the invoice aside as a 'problem child' to deal with at a more convenient time.

Either way, payment is delayed and you've created the potential for distrust on your customer's part, potentially slowing future payments.

It's worth your time to check and double check invoices for accuracy. Sure, that's more time spent initially on an invoice, but you'll still spend less time overall if its accurate.

** Additional resource links are one click away*

THE MISSING INVOICE

In many cases, you can remedy the 'missing invoice' scenario simply by asking your customer, "What do you prefer: Email or mail?"

Your customer may have a dozen reasons for picking one method of invoicing over another. No matter what those reasons are, if you accommodate your customer's preference, you're much less likely to hear, "I never got your invoice." The bottom line is:

Some customers may not have a preference, leaving you to make the decision. Many companies turn to technology to invoice customers using email as a way to instantaneously invoice and save money on postage at the same time. When it comes to using email verses regular mail, there are things to consider.

The easier you make it for your customer to pay you, the more quickly you'll get paid.

Snail Mail Verses Email: Which is Most Effective

Communication is changing with every advance in technology. Many companies still use paper invoicing, but that is on the decline. According to **PayStream Advisors' 2013 Invoice and Workflow Automation (IWA) Benchmark Report**, paper invoices continued to decline from 59% in 2012 to 52% in 2013.

Is there an advantage to one method over another?

PROS OF E-INVOICING

Reduced Costs

- The cost of postage, paper and ink quickly adds up when sending paper invoices. According to a report from **Haldex Credit Service Corporation**, which processes over 25,000 invoices per month, the switch from paper to electronic delivery saved the company $150,000 in postage alone.
- E-invoicing decreases the space needed to store the paper trail of documents. Storage requirements can now be achieved through e-archiving.

Fewer Carbon Footprints

For environmentally conscious companies, electronic invoicing is the greener option. According to a 2010 study by the Aalto University School of Economics titled **"Assessing the Carbon Footprint of Paper vs. Electronic Invoicing,"** moving from a paper-based invoicing process to electronic invoicing "decreases the carbon footprint of one invoice lifecycle by 63%."

**Additional resource links are one click away*

PROS OF E-INVOICING *continued*

Shorter Payment Cycle
When sending an invoice via email, your customer will receive it immediately, compared to 1 to 3 days by mail. It stands to reason that the more quickly your invoice is received and put into their system, the more quickly you'll get paid.

Read Receipts
While there is a possibility of your invoice going to spam, you can set a 'read receipt' on your message to know when your customer has opened the invoice. This can be very useful when the customer states that an invoice was never received.

PROS OF MAIL INVOICE

The Tech-Challenged Company
According to a 2013 survey from the Pew Research Center, **15% of US adults don't use the Internet or email.** The good news is that most of the non-Internet users are 50+ and less likely to run a business.

Receiving the invoice
Invoices that are sent by mail tend to not get lost as easily as those sent by email, which can sometimes end up in spam or are altogether forgotten if not printed or organized right away. Mailed invoices serve as a printed reminder to the customer.

The most important question is which method will get you paid more quickly?

According to a August 2013 Case Study: **Direct Mail vs. Email Invoices** by Data Services, Inc. with Natur-Energi A/S of a test population group of 2,879 new customers:

- 59% of customers billed by email invoice failed to pay their first bill on-time and needed a reminder. Of the 59%, 80% called customer service following the reminder, with the most popular excuse being that the invoice was delivered to the spam folder.

- 29% of customers who received mail invoices failed to pay their first bill on time and needed a reminder. Of the 29%, 50% called customer service concerning the payment.

The bottom line is this: Know your customers and be clear with them on how they will be receiving the invoice. If they have a preference, it's because that method is easier for them. And if you make paying easy, you'll get paid.

If you choose to use email, ask your customers to save your email address as a contact to avoid the invoice going to their spam folder and use the "read receipt" setting. Even if you send your invoices by email, give your customer the option of a mailed invoice, as well.

We recommend always sending Final Demand Letters by way of regular mail. For cases with a large balance, we advise you take it a step further by sending your Final Demand by way of certified mail.

You can find more detail about being pro-active to minimize your past due accounts on our blog at **c2cresourcesblog.com.**

**Additional resource links are one click away*

Your Collection Letter Strategy: Where to Begin

When collecting, time is your enemy. The older the past due invoice gets, the harder it is to collect.

Your collection strategy starts by establishing a timeline for communications with your customer. It's a timeline you generally apply to all delinquent customers.

We've developed the timeline you see below. Notice that once the initial invoice is sent, we recommend sending your first letter at Day 35. Subsequent follow up communications should be spaced out 10 business days apart until you begin your final phase of debt collection communication.

We could never emphasize this point enough: *Timing is critical in collections.*

- Too many phone calls, letters or emails back-to-back make you nothing more than a bully, harassing your customer … which will delay payment and lose a customer.
- Too few communications tells your customer that the delinquent account isn't all that important to you … which lessens the sense of urgency and delays payment even further.
- Waiting too long to initiate communication altogether makes the debt much harder to collect … which inches you closer to having to write the debt off completely with each passing day.

Our recommended timeline has proven to be effective when applied to most commercial collection challenges. Of course, you have to evaluate it for your business and modify it to meet your needs. As a general rule, it's tried and true.

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*Day 45 of the timeline requires either a phone call or a letter. Send a past due follow up letter on smaller accounts. Make initial past due phone call on larger accounts. If time permits on smaller accounts, a call is better than written communication at this stage.

New customers or large invoices would benefit from a pro-active phone call at day 15 to confirm that they received your invoice and that the shipment is correct. This is a good way to avoid a dispute later and to make sure your invoice is in line for payment.

**Additional resource links are one click away*

Setting the Stage For Your Letter Writing Strategy

At the outset of establishing your in-house debt collection process and letter writing strategy, you need to know exactly what it is you want to accomplish. The first is obvious:

1. **To get paid in full, the same day**

> *It's important to note that pushing for payment the same day may not be applicable to accounts with large balances or on long standing, established accounts. For customers that fall into either of those categories, we advise making a note of the promise made and ending the call.*

The second goal may not seem as obvious, especially if you're in the throes of a collection conflict with a customer. In the process of collections, you want to:

2. **Retain the customer**

Just because you run into a collection conflict with a customer, doesn't necessarily mean you're going to lose them or that you should want to lose them. Every circumstance deserves to be weighed on its own merit.

Yes, sometimes there are customers that aren't worth the trouble, needing and deserving a heave-ho. But they are the exception, not the rule. With most customers you'll find that a friendly reminder or one simple phone call will prompt your customer to settle a balance.

In fact, your initial attempts to collect should always be based on this assumption:

Most of your customers sincerely want to pay you.

Your customers want to pay you in full and on time, every time. For most business owners or operators, being current is as freeing as it is empowering.

On the flip side, when the bills begin to stack up and the phone starts to ring, the stress can be overwhelming. Your customer wants to pay you, if only for the freedom alone!

Yes, there are those who set out to scam and cheat people. Completely ignoring that fact would be naïve. But cheaters don't make up the majority of your customers by a long shot.

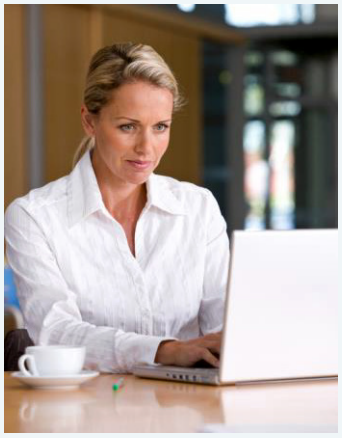
That's why we start collection communication with a friendly reminder. After all, any number of things can throw a kink in even the most organized accounts payable department. New personnel, updated software, or even simple things like the accounting personnel moving to a different area of the office can cause an oversight.

Make notations in your customer's file every time there's a communication.

Writing Your Letters: The Benefits of Templates

Not only is timing important, but content is critical. You want to make your customer want to pay you immediately. You can assume he wants to be current, so the last thing you want is for your attempts at communication to turn things in the opposite direction by sparking a debate, initiating a power struggle or making him flat-out angry.

This is why checking and re-checking your facts is critical. Effective notices are short, to the point, void of emotion, and solid on the facts. If there's a mistake, the door is opened for debate. And debate will only slow down the payment process even further or worse; bring it to a halt.



We have included a variety of collection letter templates in this eBook starting with friendly reminders, escalating to final demand letters. Whether you use our templates or create your own letter templates, we highly recommend using pre-written notices for two reasons: To save time and emotional energy.

You'll obviously save time using letters that are pre-written and ready to go. Just fill in the dollar amount, dates, and other relevant information specific to your customer, and send. But on top of saving time, you'll also save yourself the emotional energy.

When you write a letter from scratch, your focus will be on the recipient and the history you have with that customer. The more frustration you have experienced on that particular account, the more likely you'll pour it out on the page.

Not only will this slow you down in the process of writing the letter itself, but it may also lead to debate or anger in your customer, neither of which will prompt quick payment.

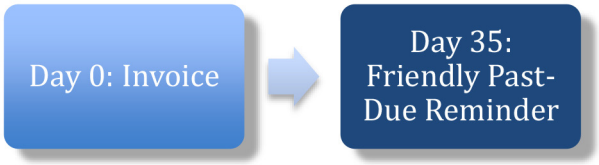
Our focus for this eBook is on written communication, however, the same logic should be applied to making phone calls. Just like pre-written letters, we advise using pre-written call scripts when making calls and then calling at a time when you're calm and mentally prepared for a conversation.

You can avoid emotional stress and save time by using the letters on the following pages of this eBook as your template. Use them as-is or modify them for your purposes.

Collection Letter Templates

The letter templates in this section are organized by the phase of collection. In the first phase, you'll find 3 letter template options to choose from that we recommend be sent 35 days after the initial invoice. The tone in all three templates is friendly, serving as a nudge to remind the customer that the invoice is due.

Friendly Reminder Templates



Friendly Reminder Template – option 1

Dear [Customer Name],

We're writing to remind you of your invoice [#---] that appears to be past due. According to our records, a balance of [$---] was due on the [Date].

If you've already sent this payment, kindly disregard this friendly reminder.

We appreciate your business and thank you for your time and attention.

Sincerely,
[Your name, business name, address and phone]

Friendly Reminder Template – option 2

Dear [Customer Name],

Thank you for your recent business. We look forward to a continued business relationship.

I just wanted to send you a quick reminder regarding the past due balance on your account of [$----].

If payment has not already been sent, please send your payment today in order to keep your account current.

If your records indicate a different balance or if there is some other problem that we should be aware of, please give me a call.

Thank you for your attention to this matter.

Sincerely,
[Your name, business name, address and phone]

Friendly Reminder Templates *continued*

■ Friendly Reminder Template – option 3

Dear [Customer Name],

This is a friendly reminder about invoice [#---] of [Date] that seems to be past due.
If you've already sent your payment of [$---], please disregard this reminder.

As always, thank you for your trust and for your business.

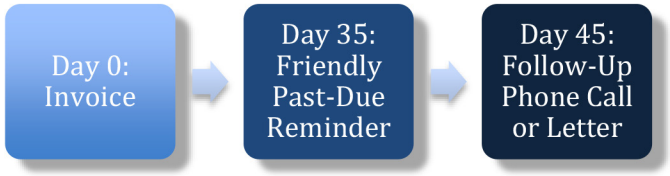
Sincerely,
[Your name, business name, address and phone]

Medium Tone Templates (sent 45 days after invoice)

The following templates are options intended for the customer with a small balance that has already been sent a friendly reminder, and yet, still has not paid the invoice. Again, we recommend a phone call on large balance accounts.

In this section, we have also included two Broken Promise templates. Although we've placed them in this section, a Broken Promise letter can be used at any stage where a customer has failed to follow through on a specific promise to pay. In some cases, a Broken Promise letter may actually be more appropriate than a Medium Tone letter.

The tone of each of the following letters is elevated from the initial friendly reminder letter.



■ Medium Tone Reminder Template – option 1

Dear [Customer Name],

Your account with [Your company name] is past due. According to our records, your invoice [#---] in the amount of [$---] was due on [Date].

Please call us immediately with your payment status update or if you have any questions about this past due invoice.

Thank you for your attention to this matter.

Sincerely,
[Your name, business name, address and phone]

Medium Tone Templates (sent 45 days after invoice) *continued*

Medium Tone Reminder Template – option 2

Dear [Customer Name],

According to our records, your account with [Your company name] is past due. Invoice [#---] in the amount of [$---] was due on [Date]. If payment has not already been sent, please send payment today in order to keep your account current.

Thank you for your attention to this matter.

Sincerely,
[Your name, business name, address and phone]

Medium Tone Reminder Template – option 3

Dear [Customer Name],

Thank you for doing business with [Your company name]. We look forward to a continued business relationship.

According to our records there is a past due balance on your account of [$---] that was due on [Date]. As you know we are happy to extend our customers credit, but our terms are net 30. If payment has not already been sent, please send your payment today in order to keep your account current.

If your records indicate a different balance or if there is some other problem that we should be aware of, please give me a call.

Thank you for your attention to this matter.

Sincerely,
[Your name, business name, address and phone]

Broken Promise Letters (sent as follow-ups to promises made)

Throughout the process of your communication regarding a past due balance, a customer may make a promise to pay that may have a specific timeframe attached to it. When a customer makes a promise, it's important that you note the specifics of the commitment and the circumstances in which it was made.

If your customer fails to meet his obligation, send a broken promise letter immediately. This may come after your initial Friendly Reminder or later in the process depending on when the promise was made and when it was broken.

■ Broken Promise Letter Template – option 1

Dear [Customer Name],

On [Date] we discussed your past due invoice [#---]
in the amount of [$---] in which you stated [promise made].

However, we have still not received your payment.

It is imperative that your payment be sent to us today.
Please call us to confirm your payment.

Sincerely,

[Your name, business name, address and phone]

■ Broken Promise Letter Template – option 2

Dear [Customer Name],

Your account with [Your company name] is past due.
Your invoice [#---] in the amount of [$---] was due on [Date].

Despite your recent promise to pay this invoice by [Date promised],
we have not received payment from you.

Immediate payment is required to avoid further action.

Sincerely,
[Your name, business name, address and phone]

Serious Tone Templates (sent 65 days from invoice)

The following templates are options intended for the customer who has been contacted repeatedly, but has not paid. These template options are intended as a last communication before Final Demand letter is sent.

Note: A Broken Promise letter may be a more appropriate approach depending on the history of communication you have with the customer.

It is in this phase of communication that you may wish to include specific actions you will take in the event of continued non-payment.

Serious Tone Template – option 1

Dear [Customer Name],

Your immediate attention is required.

Your account is seriously past due. We do value your business, but are concerned that your past due balance of [$---] has not been paid even after our repeated attempts to alert you.

Our credit policy requires that we place your credit privileges with [Your Company Name] on hold until payment is received on the outstanding balance.

This decision does not come easily, but it is important that we are fair to our business and that we require our customers to honor their commitment to our credit terms.

Please give me a call if there is a problem in sending your check for the past due balance today.

Thank you for your attention to this matter.

Sincerely,
[Your name, business name, address and phone]

Serious Tone Templates (sent 65 days from invoice) *continued*

Serious Tone Template – option 2

Dear [Customer Name],

Your immediate attention is required.

We at [Your Company Name] have repeatedly reminded you of past due invoice [#---] that was due on [Date] in the amount of [$---]. To date, we've not received payment from you nor have we heard from you regarding your past due account.

If we do not receive payment within five days, our credit policy requires we place your credit privileges on hold.

Your immediate payment will halt this action and place you in good standing once again. Please call to make your payment immediately.

Thank you for your attention to this matter.

Sincerely,
[Your name, business name, address and phone]

Serious Tone Template – option 3

Dear [Customer Name],

We have repeatedly tried to contact you by phone and mail concerning your past due balance of [$---] that was due on [Date].

Your lack of response by either sending payment or contacting us is of great concern. We do value your business, but must insist that you bring your account up to date in order to maintain your credit privileges with [Your Company Name].

Please send your check today for the outstanding balance. If this is not feasible, we do understand that businesses may experience temporary cash flow problems. If this is the case, please contact me immediately to see if we can create a satisfactory payment plan.

Thank you for your attention to this matter.

Sincerely,
[Your name, business name, address and phone]

Final Demand Templates (sent 90 days from invoice)

The following templates are options intended as a final notice of attempts to collect. Use this letter to describe the action you will take in a matter of days should the customer fail to pay immediately.

As a reminder, only include the actions you are prepared to take and be prepared to follow through once you've stated them.

We highly recommend that your Final Demand letter be sent in the mail. If the balance is large, send the letter by way of certified mail. This is especially effective if your communication up to this point has been by email as it sets the Final Demand letter apart from other communications, which adds to the sense of urgency.

Final Demand Template – option 1

Dear [Customer Name],

This matter is critical. Your full attention is required.

We at [Your Company Name] have repeatedly reminded you of past due invoice [#---] that was due on [Date] in the amount of [$---]. To date, we've not received payment from you.

IF WE DO NOT RECEIVE PAYMENT IN THE NEXT 10 DAYS, YOUR ACCOUNT WILL BE PLACED WITH OUR COLLECTION AGENCY FOR FURTHER ACTION.

You can avoid further actions on our part by paying the above balance in full today.

Please call us now to make your payment.

Sincerely,
[Your name, business name, address and phone]

Final Demand Templates (sent 90 days from invoice) *continued*

Final Demand Template – option 2

Dear [Customer Name],

THIS MATTER IS URGENT. YOUR COMPLETE ATTENTION IS REQUIRED.

Despite our continued requests and patience, your past due balance of [$---] remains unpaid.

We have reached the point that unless the balance is paid in full or satisfactory payment arrangements are made by [Date], we will have no choice but to refer your account to our collection agency.

This is not a step that we like to take since our goal is to build long-term relationships with our clients. We are hopeful that you will do your part to maintain our relationship and protect your credit rating.

This is our final request for cooperation.

Sincerely,
[Your name, business name, address and phone]

Final Demand Template – option 3

Dear [Customer Name],

Despite our continued requests and patience, your past due balance of [$---] remains unpaid.

We have reached the point that unless the balance is paid in full or satisfactory payment arrangements are made by [Date] then we will have no choice but to refer your account to our collection agency.

This is not a step that we like to take, but you have failed to honor your commitment to us when we extended your company credit. We did our part and are hopeful that you will do your part now. I am sure you will agree that a good credit rating is important to every business.

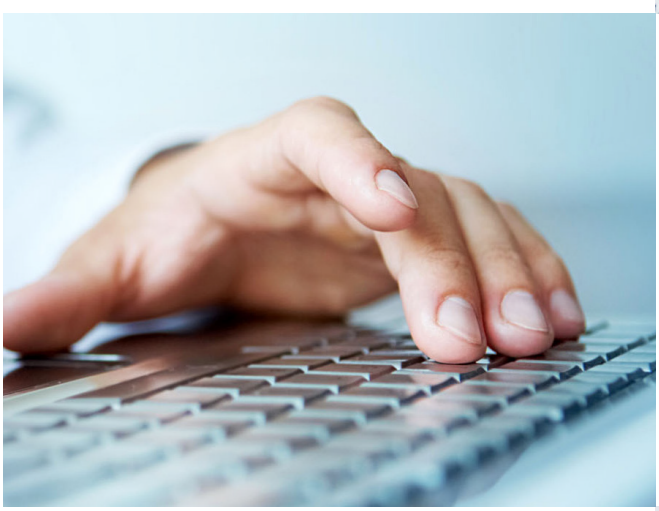
This is our final request for cooperation.

Sincerely,
[Your name, business name, address and phone]

Use the Resources!

At C2C Resources, we understand the challenges businesses face when implementing an in-house collection strategy. We hope that by providing templates and a timeline, you'll be better able to fine-tune and streamline your own collection processes.

Be sure to download your free copy of our ***Credit and Collection Handbook*** at **c2cresourcesblog.com/credit-and-collection-handbook-2/**. For more commercial debt collection tips, visit our blog at **c2cresourcesblog.com**.



** Additional resource links are one click away*

Color in Business:
Can Color On an Invoice Influence Payment

Color In Business

We've blogged before about building trust through **Accurate Invoices** and how accuracy helps to expedite payment. But we ran across some information recently that speaks to the use of color in business to motivate payments. We found this intriguing.

The use of color in business has been studied from a number of angles. From marketing to branding, the use of color is thought to solicit action. Whether its buying, selling, or just dialing a number, experts believe color plays a role in our behaviors.

So, if color effects human psychology, and psychology effects how we do business, it's worth a look to see if color can influence your bottom line.

What does color say?

Every color is said to have meaning. Each one supposedly makes a subliminal suggestion. So how you apply this to business depends on what area of business you're trying to influence.

Since we're in the business of collections, let's think about invoices for a moment. You want to communicate "Pay this today". Can color help you do that?

If we use brown as an example, research suggests that brown communicates strength and solidarity. And because of it's earthy appeal, brown is associated with comfort, maturity and reliability. If you were to include this color on your invoice, might your customer feel comfortable paying you right away? Would he feel he's being mature and reliable or that you are reliable?

While brown is comforting, red is usually perceived as exciting, urgent, or even alarming. In business, red can be psychologically positive, evoking an urgent need to make a purchase. Think: Red tag sale. But it can easily be perceived negatively, communicating anger or even danger depending on the context.

So, a red tag sale gets people to buy, but by contrast, using red ink on an invoice will likely communicate alarm. That's why so many will use red ink when stamping "Past Due" on an invoice. Red is a trouble flag in that instance.

The color of money

If color can motivate payment, green might be one of the better choices because of its literal connection to money. It's also a soothing color that evokes in many a sense of wellbeing.

While 2-color printing will increase your printing expense for paper invoices, it will have no bearing on electronic ones. So you could test this for yourself by adding color to electronic invoices to see if there's a difference for you.

How about you? Do you use color on your invoices? Do you see any difference in payment patterns?

**Additional resource links are one click away*

Does Font Matter: Can Your Font Choice On an Invoice Influence Payment

At the end of last year, we looked at the effect of **color in business** to motivate customers to pay. But, that got us thinking: does font also have an effect on businesses when they receive their invoice?

Typographers have spent a great deal of time studying fonts and design. From an everyday user perspective, there are always going to be fonts that are more appropriate for the body of documents and fonts that are specialty fonts meant for headlines and banners. But how do you decide what to use?

Legibility

If the font is not legible, it is going to be difficult for the reader to understand what is being said. Experts have argued for several decades on which font family is more legible: sans serif or serif text. There have been over 70 studies on the debate of serif vs. sans serif, most of them contradicting one another. There is a great preview of several of the studies here: **alexpoole.info/blog/which-are-more-legible-serif-or-sans-serif-typefaces/**.

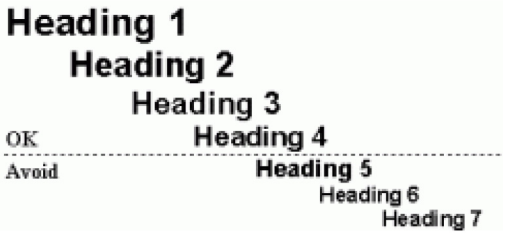
The conventional wisdom on the argument has been that serif fonts are more readable, while sans serif fonts are more legible.

Many people feel that sans serif fonts look cleaner and more modern, while serif fonts look more traditional. That would imply that large blocks of text would be easier to read in serif fonts, while small sized font would be more legible and easier to read in sans serif fonts.

Considering that many of the studies require aesthetic preference, we suggest selecting a font family that brands your business and keeping it consistent throughout all of your marketing material.

Hierarchy

Every invoice needs hierarchy of text to help readers define how they should read the content. This also helps readers navigate by browsing and scanning, which is necessary when invoicing because you want the customer to know that:



1. The document they are receiving is a bill.
2. How much it is for.
3. When it is due.
4. What the payment methods are.

**Additional resource links are one click away*

Does Font Matter: Can Your Font Choice On an Invoice Influence Payment *continued*

Contrast

It goes without saying that the optimal color contrast between paper and font should be black font on white paper. Contrast is a core factor on readability and if your customer cannot read that they owe you then they will not be sending you a payment anytime soon.

White Space

Do not overcrowd your invoice with too much information. Examine your current invoice.
Is there anything that you could take out of it?
In content-heavy documents, spacing and the use of white space around the font contributes to the readability of the document.

What does this all mean?

While there has not been significant research done on fonts used on invoices, we can look at the elements of typography design and follow the best practices to increase legibility and readability. Remember, an appealing yet minimal design will make receiving the invoice a more positive experience.

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