



WALLETKEEPING'S

Invoicing 101

Hey, it's Sara!

Picture this: you've worked incredibly hard to provide your goods/services to a new customer and it's time to get PAID... but you aren't 100% sure how to create a professional invoice.



Welcome to Invoicing 101!

There is a right way (*and several wrong ways*) to invoice your clients. The last thing you want to do is send a confusing invoice that leaves your customer unsure of how much, when, or how to pay you. I've prepared this guide to teach you how to send clear invoices that help you get paid on time (*and in full*) more often!

Ready to learn the ins & outs of invoicing? Keep reading!



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Does my business even need to invoice?

Before you get too deep into this guide, let's go over a general list of what types of businesses would typically need to send invoices:

- Service-Based Businesses
- B2B Companies
- Consultants
- Rental Businesses
- Manufacturers
- Healthcare Providers

A good rule of thumb is that if you're delivering goods/services **BEFORE** payment, you probably need to invoice your clients.

If you own a business, like a brick-and-mortar store or a restaurant, where payment is accepted at the time of the transaction, you will generally provide a receipt for your customers instead of an invoice.

Invoice Template Checklist

☐	Your Business Name & Contact Info	☐	Description of Goods/Services
☐	Client's Business Name & Contact Info	☐	Discounts, Taxes, Subtotal, Total Due
☐	Unique Invoice No.	☐	Any Payment Terms
☐	Invoice Date & Due Date	☐	Your Preferred Payment Methods

PRO TIP:

To save time while invoicing, create a general invoice template that has all of your company information, logo, and preferred payment methods ready to go.

Check out this example of a general invoice template:

INVOICE #123

BILL TO:

Customer Name
123 Main Street
City, ST 12345

PAYABLE TO:

Business Name
Your Street Here
City, ST 12345

INVOICE DATE:

01/01/2024

DUE DATE:

02/01/2024

YOUR LOGO HERE
YOUR LOGO
YOUR LOGO HERE

DESCRIPTION	QTY	PRICE	TOTAL
Description of your goods/services			
Description of your goods/services			
Description of your goods/services			
Description of your goods/services			

PAYMENT METHODS:

Preferred Payment #1
Preferred Payment #2

SUBTOTAL:**DISCOUNT:****TAX (%):****TOTAL DUE:**

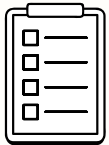
What To Do With Overdue Invoices



Send automatic due date reminders



Charge a late payment fee/interest



Discontinue work per your contract

PRO TIP:

If you invoice through your bookkeeping software, run an A/R Aging Report on a regular basis to show your outstanding and overdue invoices.

Tips for Dealing With Unpaid Invoices

Unfortunately, overdue invoices are a normal part of doing business. Here are some tips for following up:

FOLLOW UP ONE

As a busy business owner, you understand that things can fall through the cracks. On your first follow-up, it's best to assume that that's what's happened with your unpaid invoice! Send a gentle reminder to confirm that your initial invoice was received and include a copy for convenience.

FOLLOW UP TWO

If your invoice still hasn't been paid, it's time for a more straightforward follow-up. Remind your client of the due date, your late payment policy, and any other contract obligations that you agreed upon. If you are continuing to do work for this client, it may be time to stop working until you're paid.

INVOICING BEST PRACTICES

Do's

Create a standard invoice template

Include your preferred payment method

Use a unique invoice number for each invoice

Set automatic invoice due date reminders

Confirm that your invoice was received by your client if you haven't been paid by the due date

Double-check contact info for both parties

Don'ts

Ignore unpaid invoices

Forget to include all applicable taxes and fees

Be afraid to enforce your contract terms (like late fees or stopping work) if you aren't paid on time

Make it confusing or difficult for your clients to pay you

Include an invoice due date that doesn't match your payment terms



Let's Connect!

I'm passionate about helping small business owners make sense of their finances, bringing a level of organization and attention that makes all the difference. I'm here to ensure everything is in order, so you can focus on what you do best.

WALLETKEEPING.COM

Call **832-281-2369** to Book A Free Call!