

Best Practices for Writing Dunning Emails

This is an extra resource to go along with the original article:

[How to Write Dunning Emails that Get Results](#)

1. Infuse empathy in your dunning emails. Adopt a cooperative tone instead of demanding payment, i.e. "Let's work together to fix this issue."
2. Create a subject line that grabs the customer's attention. Include words like "declined" and "failed" to stand out from the rest of the emails in your customer's inbox.
3. Send from a real person and a real email that accepts replies.
4. Keep your emails short and direct. Your goal is to get them to the next step, which is to update their payment information.
5. Be true to your brand and include your personality in your dunning emails.
6. Offer reasons why your customer's payment may have failed.
7. Only include one call to action in your dunning emails.
8. Link to a dedicated payment update page instead of asking your customers to go through your settings page.
9. Consider giving your customers a grace period to pay and be sure that they know when the grace period ends.
10. Don't stop at one dunning email. Send multiple emails until you get a response.