![Regpack™ Register|Charge|Manage]

YOUR ULTIMATE REGISTRATION EMAIL TEMPLATES GUIDE

Using an Online Registration Software to Automate Client Registration and Payment Emails

What you'll find in this eBook:

✔ Effective strategies for using the automated communication tools of an online registration software to improve connection with clients and get registrants paying and acting faster.

✔ Examples of real registration emails to get registrants completing their applications and paying faster and on time!

✔ Detailed Explanations on why a specific email is good and why another is bad.

CONTENTS

PART 1:
INTRODUCTION

Automation in the registration software field is a HUGE feature that should be done right and should in theory, make your life and your registration process so much easier!

Many businesses believe that by automating email communication they are losing direct contact with their clients and are cheapening or diminishing the quality of communication they wish to have. But the reality is the time it takes to maintain a level of personalized communication is just too great.

There is a way that you can communicate effectively with applicants, without losing the personal touch you so desire to give them. By automating the emails, communication and other registration tasks that both a computer and a person can do, it frees up your time as a PERSON to communicate more meaningful and personally when you aren't bogged down with reminder emails and payment invoicing.

This eBook will look at 4 common emails that registrars send out to applicants all the time, how to write a great template and how to use the tools of your registration software to automate these communications so you can free up your time to focus on what really matters!

Email formats we'll look at:

Post Registration Emails

The first thing that usually happens when an applicant begins or completes an application on your registration page is they receive an email. This email should thank them for registering, give them the assurance that their application and work they just submitted was received, call attention to any outstanding forms or payments they much complete, and provide any links or additional information so they can access their account and be aware of important dates and deadlines.

Incomplete Registration Emails

After you've sent a great post registration email, you may have to follow up with a portion of your applicants who are nearing the registration deadline and still haven't completed registration. If they are just missing payments, see the two posts after this one. However, if they are also missing key forms from their

application, then sending out a reminder to complete registration is imperative.

Payment Invoice Emails

Once an application makes a payment online, you MUST send them an email acknowledging the payment. This not only acts a receipt but also a notice to the applicant that the action they just completed (a payment) went through successfully. This is common practice in any online shop or buying scenario so the same logic should extend to your programs. Just because a user hits 'submit' when they make a payment through their online account, doesn't mean it went through. Sending a confirmation email is not only professional, it's easy with an automated system!
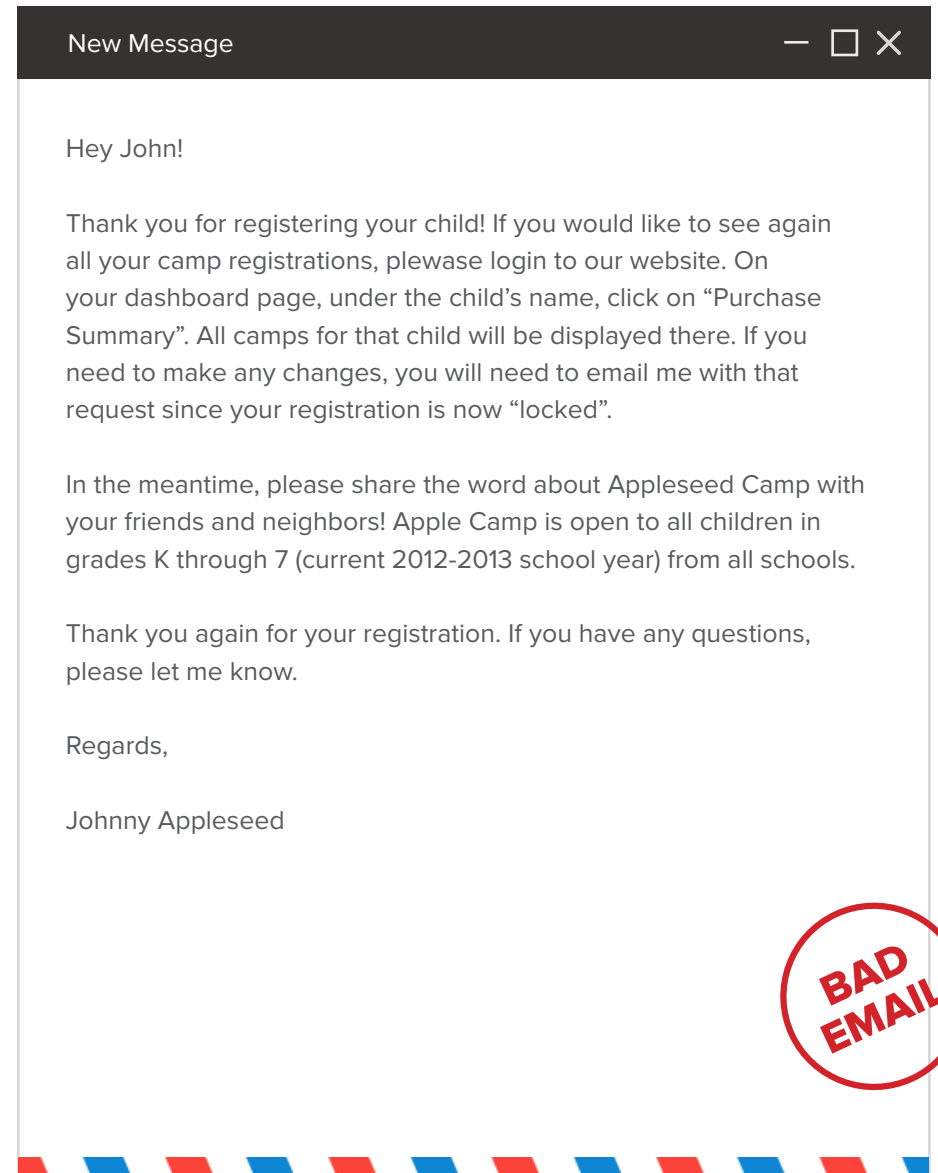
Payment Request Emails

If all of these great emails haven't helped to nudge some of the payment stragglers, you need to send a payment reminder or payment request email as the registration deadline nears. In most cases, people just don't p rioritize getting payments done because, hey, who wants to pay if they can put it off! While the issue is usually just because people procrastinate some people also don't pay because they have some lingering questions about their account or are confused about how much they owe.

A GREAT payment request email will hopefully answer all of their questions so you can just hit 'send' and the registrants will do the rest!

PART 2: EMAIL TEMPLATE: POST - REGISTRATION EMAIL

First, let's take a look at an example of a **BAD** email and then we'll look at why it's bad, then apply those concepts to an awesomely put together email.

New Message — □ ✕

Hey John!

Thank you for registering your child! If you would like to see again all your camp registrations, plewase login to our website. On your dashboard page, under the child's name, click on "Purchase Summary". All camps for that child will be displayed there. If you need to make any changes, you will need to email me with that request since your registration is now "locked".

In the meantime, please share the word about Appleseed Camp with your friends and neighbors! Apple Camp is open to all children in grades K through 7 (current 2012-2013 school year) from all schools.

Thank you again for your registration. If you have any questions, please let me know.

Regards,

Johnny Appleseed

BAD EMAIL

Thank you for registering!

So at first glance you might be thinking, this is a pretty okay email. It is short and to the point, which is a definitely #1 on our list of boxes to tick when you're composing your message.

People don't have time to read long, lengthy messages so you need to get to your point in the first line. This email does that since the first line alerts the reader that registration has been achieved.
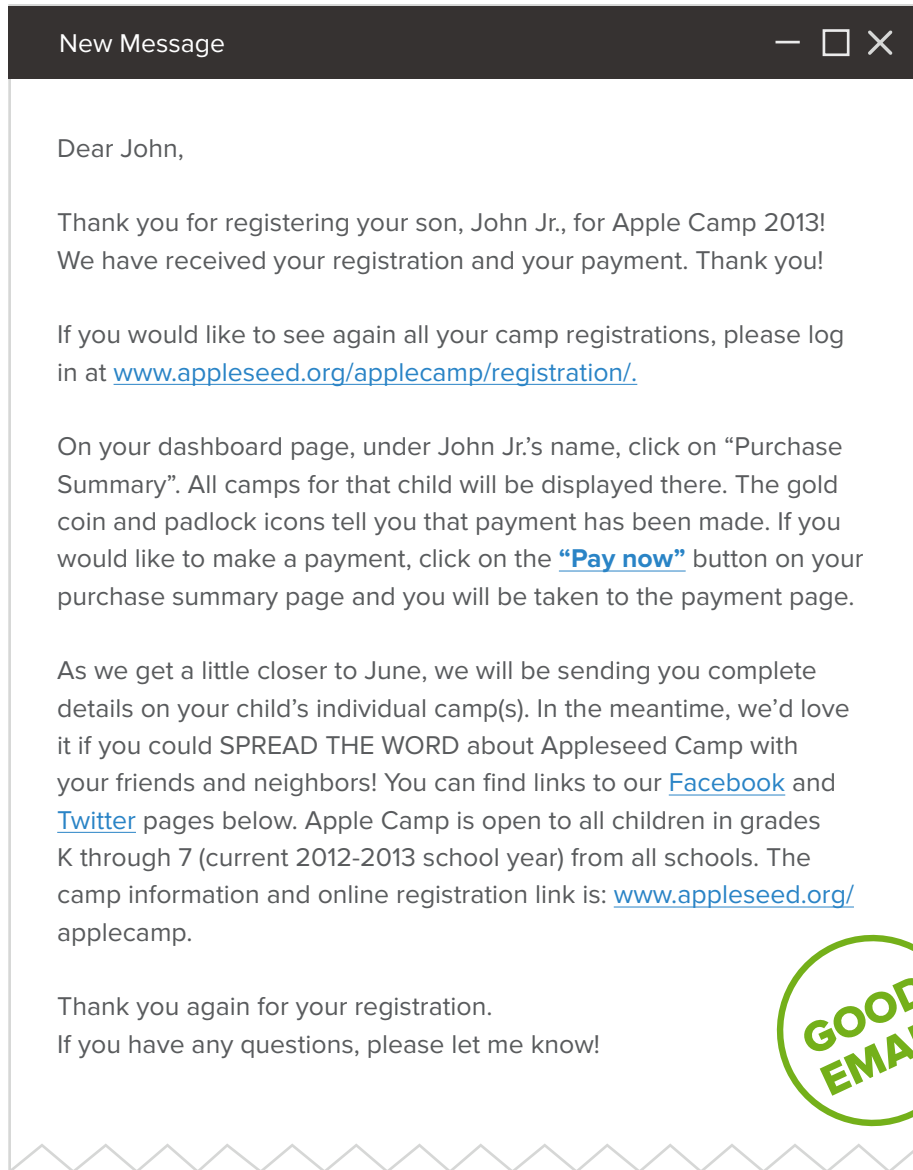
But it is missing some key information that would take this email up a notch and make it more functional.

- In the first paragraph, the reader is invited to log in to the registration website and view their dashboard. However no link is provided. Most people will know how to find your website and then your registration dashboard link, however the key to a functional email is giving a user an action to complete and providing the easiest route to doing it. In this case, a direct link to their dashboard to log in and get busy.

- Also in the first paragraph, while the point of the email is clear (confirmation of registration) the rest of the email contains more information that is important and yet there is nothing drawing the reader to read the rest. If you don't engage them for the whole message, they will miss your call to share your camp with others on Facebook, Twitter and other social networks.

- A key point that every post registration email should include is mentioned – sharing the program/organization with others. Except, in the case of this email, while it's mentioned here, like we said previously, there is nothing drawing the reader to even read this paragraph and even if they do, there are no links for the reader to click and share easily. This is a great place to include links to your Facebook, Twitter or other social media profiles so people can visit you in social media land, like/follow you and begin sharing the posts you are putting out there with their circles.

- Lastly, the email ends with a call for questions and an opening to be in touch. While someone can reply to this email, there is no other way to "contact" Johnny Appleseed. The closing of your email should include all of the methods to contact you directly. Your email, phone number, Twitter handle, etc. Never make someone search for that information, it should always be up front and in their face so they can just click and go.

Now that we analyzed what is "wrong" with this message, let's take look at a new draft of the email below.

Example of a GREAT Registration Emails

New Message   — ☐ ✕

Dear John,

Thank you for registering your son, John Jr., for Apple Camp 2013! We have received your registration and your payment. Thank you!

If you would like to see again all your camp registrations, please log in at www.appleseed.org/applecamp/registration/.

On your dashboard page, under John Jr.'s name, click on "Purchase Summary". All camps for that child will be displayed there. The gold coin and padlock icons tell you that payment has been made. If you would like to make a payment, click on the **"Pay now"** button on your purchase summary page and you will be taken to the payment page.

As we get a little closer to June, we will be sending you complete details on your child's individual camp(s). In the meantime, we'd love it if you could SPREAD THE WORD about Appleseed Camp with your friends and neighbors! You can find links to our Facebook and Twitter pages below. Apple Camp is open to all children in grades K through 7 (current 2012-2013 school year) from all schools. The camp information and online registration link is: www.appleseed.org/applecamp.

Thank you again for your registration.
If you have any questions, please let me know!

GOOD EMAIL

Regards,

Johnny Appleseed
Twitter: @heresjohnnyapplecamp #applecamp
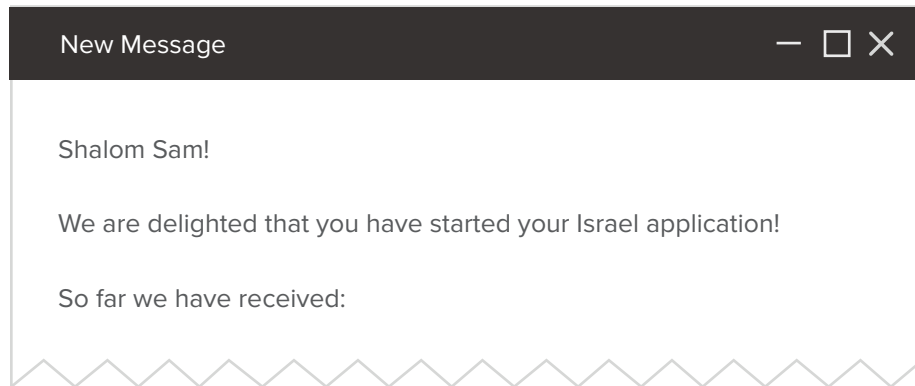Facebook: www.facebook.com/applecamp
johnny@appleseed.org
(123) 456-7890

So what is so great about this email?

- The messaging is succinct and informative. It's letting the parent's/applicants know the next steps in the process.

- The message is personalized. With a registration backend that allows you to automate your emails, you can filter in the name of the parent as well as the name of the child they have registered making the email more personal and tailored to the reader.

- The message includes several types of contact information within the body of the email, as well as links to social media pages so the reader can click and share easily. The reader can also SEE that you want them to share the word and connect on Facebook and Twitter.

- **The email contains lots of links!!!** Anytime an action may be required or suggested, there is a link to accompany the action. A link to the dashboard, social media pages, the website homepage as well as the specific page on the website for registration and more camp information. With all of these links, there shouldn't be a reason for the reader to see something they can do, for example view their dashboard, and have to hit "reply" to ask how to get there. The email provides everything they need.

Here's another great example of a post registration email. The email follows the guidelines we discussed above. An added point for this email, it is written to an applicant attending a Jewish program. The email includes a few common Hebrew words which makes the email a bit more personal to the organization. You should always consider using phrases or words that will resonate with and are exclusive to your community.

New Message   — ☐ ✕

Shalom Sam!

We are delighted that you have started your Israel application!

So far we have received:

- Application
- Deposit

We are still waiting to receive:
- Completed Payment of $1,500 (Pay)
- Medical Form (Download)

Please note the upcoming dates and deadlines for the Israel application:

Early Action applications (including all recommendations, transcripts, SAT/ACT scores, and medical forms) are due by **December 1st**.

Regular Admissions applications (including all recommendations, transcripts, SAT/ACT scores, and medical forms) are due by **February 1st**.

You can view your application at any time via this link: www.israel.org/dashboard

If you have any questions or concerns throughout this application process, please feel free to contact us at (123) 555-7890 ext. 1111 or via e-mail at israel@israel.org.

We look forward to receiving your completed application!

Todah,
Admissions Staff
(123) 555-7890 ext. 1111

GOOD EMAIL

PART 3: EMAIL TEMPLATE: INCOMPLETE APPLICATION EMAIL

Below is a great example of an incomplete application email. Please feel free to use part or all of it in your own emails to your clients.

New Message   — ☐ ✕

Dear First Name,

Thank you for registering to the Program Title program!
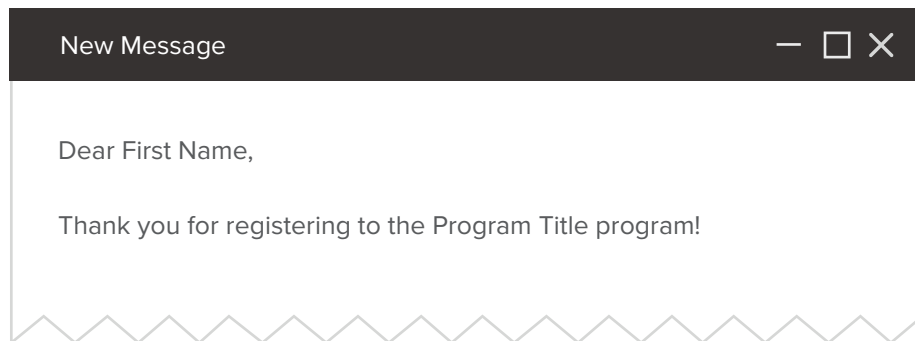
We're writing to let you know that you have not yet completed the registration process and are missing a few important items. Below are the forms you still have left to complete:

- Participant Information
- Parent/Guardian Information
- Medical Questionnaire for Parents
- Passport Information
- Allergy Information Form
- Insurance Beneficiary Designation Form
- You have already completed the following forms (thanks!):
- Behavioral Health Form
- Public Transportation Form

GOOD EMAIL

At your earliest convenience, please log in to your application. I would like to remind you that registration closes on **January 15, 2014** and incomplete applicants will not be considered.

Just as a reminder, the email address you used to login with is: support@regpacks.com.

If you do not remember your password, please feel free to use the "forgot password" option present in the login page.

Please feel free to contact us (by replying to this email) if you have any questions.

Best,
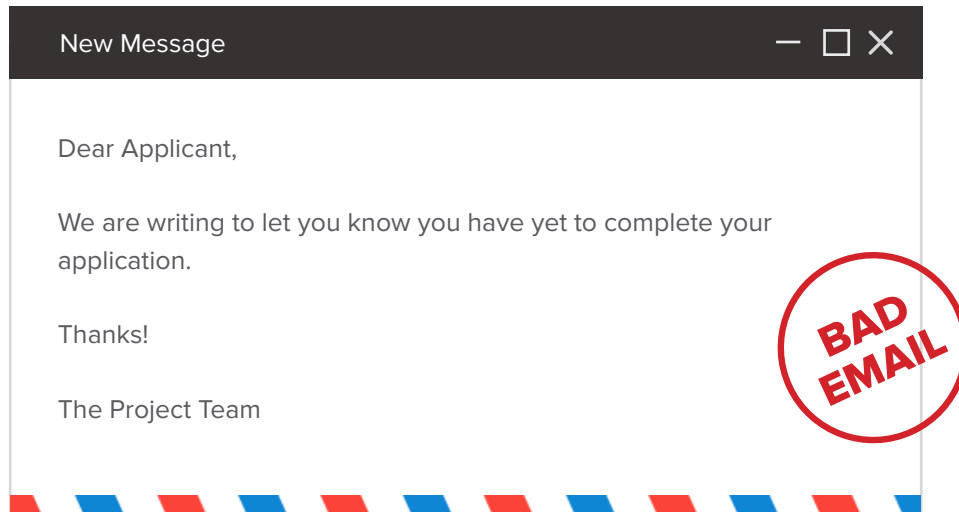The Project Team

So why is this email good?

- **The email is personalized.** Having an automated system makes this simple. People like to read an email written specifically to them. They are more likely to read it if it's addressed to them, with personalized information. People tend to skim and sometimes completely skip emails that look like a bulk message. By filling in the blanks of the email with specific information, like their name, specific balance or forms they are missing they will be more likely to complete the application.

- **Completed and Incomplete Items are listed.** It helps the reader get an idea of how much they need to complete and the investment of time they might have to make once they click on the link. Making each item a link is also super convenient for the applicant. They can click directly on the form they need to complete and go from there, so they don't have to search once they login what exact forms you were talking about.

- **The email uses colors to draw the eye to important action items.** Including having a list of what they have and haven't completed, making sure the system presents the completed items in green and the incomplete in red is even more helpful. As we've mentioned, people tend to skim emails so color coding the most important part of the message, what they have and still need to complete, will help them focus on each action item. Everyone associates green with "ok" and red with "stop" or "problem" which is exactly the meaning you want to convey when something is missing or incomplete in their application.

- **Links are used to make completion of action items quick and easy!** Giving several options within the body of the email to go to their application is also helpful. Many people, even if it's addressed to them, will still skim the email so giving the link and repeating the action you'd like (go to their dashboard and finish!) is helpful. Also including the email they logged in with will help them to login faster. This is an easy line of information to include if these messages are automated.

What does a 'bad' email look like?

Even though you already know what a good email looks like, take those skills and see how the email below is considered "bad".

New Message — □ ×

Dear Applicant,

We are writing to let you know you have yet to complete your application.

Thanks!

The Project Team

BAD EMAIL

So why is this bad?

- The email isn't addressed to a specific person.

- There are no links or other helpful information. Besides the email address it came from, there is no mention of any program titles, dates or the name of the applicant.

- There are is no due date or any call to action.

- The email just screams BULK! There is just nothing personal about the message, which can lead to many people looking it over briefly (if at all!) and deleting it straight away. You want and need your applicants to read this message, understand what is expected of them and then complete their application and pay, on time!

FROM: Registration System
TO: John Smith

INCOMEPLETE REGSITRATION

COMPLETE

PART 4:
EMAIL TEMPLATE: PAYMENT INVOICE EMAIL

Writing an effective email to applicants and registrants when they have made a payment or completed their program payments is crucial in both informing your users and lowering your support tickets.

It cancels out confusion when your applicants are paying online, confirms the action they just did and finally, and most important for you, lowers the number of support calls and emails you will need to deal with surrounding payments.

There are five main aspects to a good payment acknowledgement email:

1. Acknowledgement of the action. Duh.

2. Giving the registrant or applicant updated information about their account balance (which also acts as an additional acknowledgement that the action succeeded).

3. Giving the registrant or applicant an update on their order including what they have paid so far and what is still outstanding.

4. Information about how the registrant or applicant can view the information online (so they do not need to contact you in order to figure it out).

5. Contact information to your payments team if the registrant or applicant has any questions and if they want to request a refund for any reason.

Below is the email example many of our clients use when sending payment acknowledgement emails. As you can see, the email implements all five suggestions we outlined above. The email is of course automated, so the users information and payment details are automatically populated into the text (which means one less thing for you to do and another reason why an automated registration software is worth its weight in gold!)

Example of a GREAT Payment Acknowledgment Email:

New Message   — □ ✕

To   Cc

Thank you for your payment for Program name of $350

Dear Joe,

Thank you for registering for Program name!

We have received your payment for $350 that you submitted on date. The payment has been authorized and approved.

This is your current order:

GOOD EMAIL

Name	Price	Status
domestic flight	$450	Paid
Application Fee > Application Fee	$100	Paid
Program Fee > Program Fee	$2,410	Outstanding

Your overall order is: $2,960 Please note that items are considered paid only when they are paid in full. If there is a balance remaining, the cost of the item will be presented as "outstanding".

This is your payment history:

Trans ID	Method	Date	Amount	Status
44768	Cash	Tue, 11.6.12	$100	approved
54044	Check	Fri, 3.1.13	$100	approved
65619	Grant	Wed, 5.22.13	$1,000	approved
74305	Credit card	Tue, 7.23.13	$1,155	approved
76175	Refund	Thu, 8.8.13	$-100	refund
87694	Credit card	Mon, 12.16.13	$350	approved

Your current balance is: $355

If you wish to close your balance now, please go login to your account through our online registration system at www.yourwebsite.com/register and make a payment.

The Deadline for final payment is: January 10, 2014!

Please make sure not to miss the date. You can also view in your account your current balance by going to "My Payments" from the main account page. The email you used in order to register is: clientname@gmail.com If you do not remember your password please use the "forgot password" option on the login page. The system will send you an email with instructions on how to reset your password.

If you have any questions or just want to chat, feel free to reply to this email :-)

We are looking forward to an exciting program ahead!

Best regards,

Your amazing program team! (111) 111-1111 ex. 222
awesome@awesome.com

So why is this email good?

There is a lot going on in this email, so we want to highlight the most important sections so you know what is really important to include in your own emails.

1. Clear acknowledgement of the action they just completed.

You'll notice that the very first line of the email (sometimes the only part the reader will read completely and the part that will show up even if they do not fully open the email) confirms that a payment was just made and that it went through. When they make a payment online, they will probably go and check their email immediately to get their confirmation (as most online stores and payments operate this way).

Giving them this information in a clear and detailed way is helpful and appreciated.

2. Overview of their account and payment activity

The great thing about automated emails is that you can include so many details in emails to your applicants and registrants without the hassle and time it normally takes to copy and paste that same information into each email. This email provides a detailed list, should the reader be interested, of their past payment history as well as any outstanding balance. Everyone is different, so providing a link for people to visit their online profile and view their activity is great, but also including it for them right there in every email really goes above and beyond.

If this email happens to be the final payment to close their account balance, the reader just has to hit 'print' and has their complete invoice and payment history that they can file away for their own records. With automation, this step takes no time on your part, but makes your communication look polished, prompt and professional.

By also including the products they've ordered they can easily check that they are enrolled in the right programs and correct any mistakes in their account should they exist. It will also act as a way for you to up sell since if they might have wanted to purchase a product and forgot they will see that it is not in their cart right away. Basically, everyone loves to know where they stand and the information provided here accomplishes that.

3. Important Links: Going the Extra Mile

Your email, just like our example above, should always include easy to find links to the following:

- Their online account and dashboard page (specifically, the page they can make a payment and view their account)
- Your email address
- Your website
- Your main social media pages (Facebook, Twitter, etc)

With this email as an example, this recipient has an outstanding payment due so providing the link for them to quickly and easily make a payment online is the best way to ensure the reader will make a payment on time without you having to track them down via email, phone, etc. Hopefully your email and supporting payment documents available on their dashboard are enough
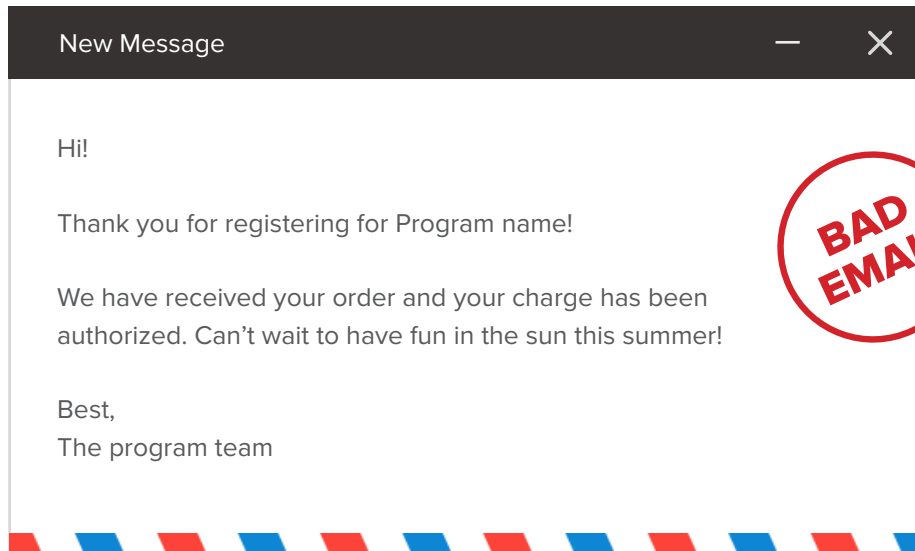
to encourage the applicant to make their final payments on their own. But in case, including easy to see emails or phone numbers that they can contact you directly if they have a problem or general question about the payment goes a long way in the customer service department.

No one likes having to search and search for contact info, so make sure it's right there so if they do want to call you, they're in a good mood because it was so easy to find your number and not a bad one because they just spent 20 minutes locating how to call you!

Always assume people don't read your email from beginning to end, so make this information easy for them to locate and understand.

What are some ineffective examples of payment emails?

If you have a user who just made a payment, DON'T send them an email that just says thanks. Obviously this is better than nothing but it will most likely generate a return email asking to confirm what their balance is and exactly what they ordered according to our data, clients will do this 63% of the time!

New Message   —   ✕

Hi!

Thank you for registering for Program name!

We have received your order and your charge has been authorized. Can't wait to have fun in the sun this summer!

Best,
The program team

BAD EMAIL

What's wrong here?

1. The email does confirm that the payment the user made just went through and there weren't any problems. It also mentions the program name. While it does tick those boxes, it fails to inform the registrant if they have an outstanding balance or if they are all paid up. It doesn't even show the amount they paid so if they are making multiple payments they will get the same email again and again and will not know if this is acknowledging the most recent payment!

2. It also doesn't give them any further details about previous payments or what they are paying for (i.e. a breakdown of what programs and other products they've ordered or registered for). And it provides no links to check out their online account or to your website! Basically it only one thing in our list of things your email must include: acknowledging the action. And it does that very poorly.

3. The theme here is a lack of information and not using an automated email system to it's fullest potential. When in doubt, less isn't more when it comes to payment emails. Many people will use this email as a form of a receipt or print it out or file it for their own records. Having a history of payments, confirming their latest payment was approved and communicating a final balance when applicable so they can make a final payment towards their account is KEY to getting paid on time and maintaining a productive line of communication with your applicants.

PART 5: PAYMENT REQUEST EMAIL

Below is the email template we provide for our clients that is sent to their applicants and registrants when they are requesting payment from an applicant.
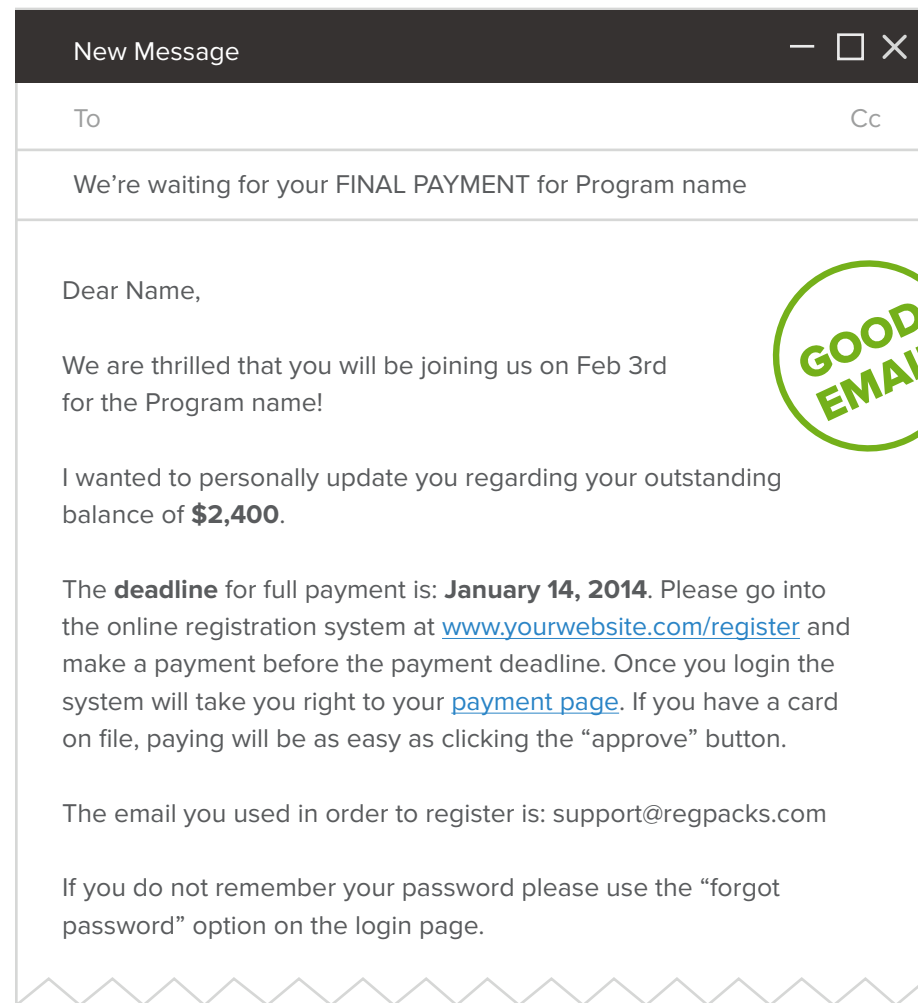
The email should of course be automated, so the user's information and payment details are automatically filled into the email text and the system will send it automatically on a schedule you decide on (1 month before program deadline, etc.)

You can automate almost every aspect of this email with the right system.

With a great software, you can have the same email text and use it for several of your programs and events. The system will fill in program names, applicant names, payment history, deadline dates, etc.

Example of a GREAT Payment Request Email

New Message   — ☐ ✕

To   Cc

We're waiting for your FINAL PAYMENT for Program name

Dear Name,

We are thrilled that you will be joining us on Feb 3rd for the Program name!

I wanted to personally update you regarding your outstanding balance of **$2,400**.

The **deadline** for full payment is: **January 14, 2014**. Please go into the online registration system at www.yourwebsite.com/register and make a payment before the payment deadline. Once you login the system will take you right to your payment page. If you have a card on file, paying will be as easy as clicking the "approve" button.

The email you used in order to register is: support@regpacks.com

If you do not remember your password please use the "forgot password" option on the login page.

GOOD EMAIL

The system will send you an email with instructions on how to reset your password. I wanted to update you on your current order so you can make sure you are not missing anything. If you would like to add a product, you can do so through your online account dashboard.

Name	Price	Status
domestic flight	$400	Not Paid
Application Fee > Application Fee	$100	Paid
Program Fee > Program Fee	$2,000	Not Paid

This is your payment history:

Trans ID	Method	Date	Amount	Status
44768	Check	Tue, 11.6.12	$100	approved

Your current balance is: $2,400

If you have any questions or just want to chat, feel free to answer this email :-)
We are looking forward to an exciting program ahead!

Best regards,

Your amazing program team!
(111) 111-1111 ex. 222
awesome@awesome.com

So why is this email good?

There is a lot going on in this email, so we want to highlight the most important sections so you know what is most essential to include in your own emails.

1. The first three sentences are magic!

Just to remind you so you don't have to scroll up, they are:
- "We are thrilled that you will be joining us on Feb 3rd at the Program name!"
- "I wanted to personally update you that you have an outstanding balance of $2,400."
- "The deadline for full payment is: January 14, 2014."

Do you see what is happening here? We first remind the user that they registered to your program and we are also throwing in the date it is happening. Basically we are orienting them about what we are talking about. Then we tell them them they have a balance due and actually state the balance amount. Meaning, we are telling them there is an action that they need to do. Third, we are telling them the deadline for payment so we are telling them until when the action needs to be done.

These 3 sentences will most likely be what the reader will see. Most people don't read through an entire email if they don't

think they have to so you want to make sure you grab them from the beginning. It will also be the first thing the reader will see if they are reading the email on some sort of email client: such as Gmail, Outlook, their phone and so forth. So even if the applicant doesn't actually open up the email they are still getting the most important information: what we are talking about, what action they need to do and until when they need to do it.

You want to make sure these information is descriptive and engaging enough to get the reader to open the email, read it in its entirety and pay!

Note that the whole email is very informal yet also packed full of information. It's also personalized, it addresses their specific information so they do not think that it is a generic email which means there is a greater chance that they will actually open and read it!

2. The email includes an overview of their activity.

The great thing about automated emails is that you can include so many details in emails to your applicants without the hassle and time to copy and paste their information into each email. This email provides a detailed list, should the reader be interested, and of their past payment history as well as the exact items they have yet to pay for.

- The email includes important links.
- The email should include easy to find links to the following:
- Their online account and dashboard page (specifically, the page they can make a payment and view their account).
- The main page of the program they are attending.
- Your email address.
- Your website.
- Your main social media pages (Facebook, Twitter, etc.) — this can go in or below your signature line.
- A forgotten password link.

Everyone is busy and experiencing information overload, so don't expect them to remember your site address or the exact page where they can access the payment system. Make it easy for them! The link to the payment page (not a general link to your site) enables the applicant to act with one click. Easy for them, better for you.

With automation, this step takes no time on your part, but makes your communication look polished and professional.

By also including the products they've ordered they can easily check as well that they are enrolled in the right programs or if they might have wanted to purchase a product but forgot. Feel free to include a line under their product listing about another

(related) product or product they might be interested in. You can experiment and do testing with this idea to see if you end up getting more products purchased!

Basically, everyone loves to know where they stand and the information provided here accomplishes that. Some people don't like having a simple email with a link to their online profile because it's one extra 'step' to get the info they want. By providing their payment history right in the body of the email, you take care of the people who might otherwise completely disregard your email and your call to action (payment!)

3. The email includes YOUR contact information.

Hopefully your email and supporting payment documents available on their dashboard is enough to not require the applicant to be in touch. But just in case, including easy to see emails or phone numbers to contact you if they have a problem or general question about the payment goes a long way in the customer service department. Try to make sure that if the reader hits 'reply' to this email, it will go to the right person who is most qualified to handle questions regarding their payments!
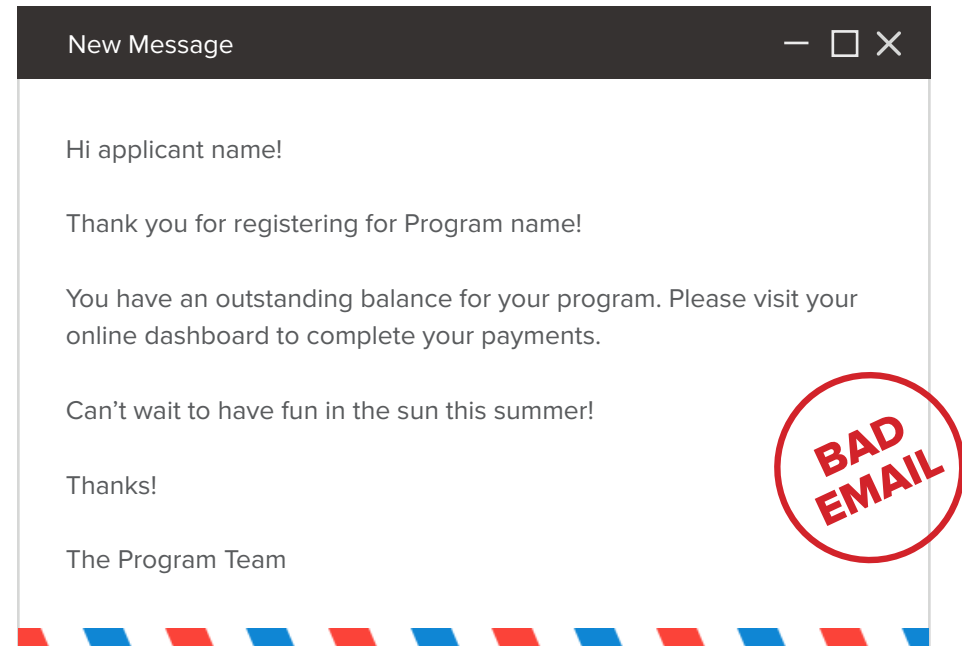
Assume people don't read your email from beginning to end, so make this information easy for them to understand.

What NOT to send out as a payment request email?

If you have a user who has an outstanding balance, DON'T send them an email that does not have at least items 1 and 2 on our list ("information about their account balance, order and their payment history" and "Outlining very clearly what methods of payments you accept and how they can go about paying").

Without these, you will see up to 60% more support requests and the email will not help your cash flow

An Example of a BAD payment Request Email

New Message   — ☐ ✕

Hi applicant name!

Thank you for registering for Program name!

You have an outstanding balance for your program. Please visit your online dashboard to complete your payments.

Can't wait to have fun in the sun this summer!

Thanks!

The Program Team

BAD EMAIL

What's wrong here?

While the email does confirm that user has an outstanding balance (an action to be completed) and mentions the program name, it offers little else. It's also personalized with the registrant's name which is great but while it does tick some of the "do this for a great payment request email" boxes, it fails on

a few fronts. It doesn't inform the user what their outstanding balance is. It doesn't give them any further details about previous payments or what they are paying for (i.e. a breakdown of what programs and other products they've ordered or registered for). And it provides no links to check out their online account, to make a payment or even to your website!

It's great that this email is personalized to the recipient. They are more likely to read the email since it's addressed to them and therefore doesn't scream "BULK!" which people usually hate. But the rest of the text, unfortunately, does scream 'bulk'. There is no mention a specific date when a payment is due or what they might have paid up until now. There is nothing else personalized in the email besides their name and program. A reader could think that since the email is so sparsely populated with relevant information for them, the message might not apply to them. They might assume it was just sent to the whole group and not meant

for them and then you've wasted the opportunity to request payment and still have to follow up with either a personal email (time suck!) or a phone call (more time sucking!).

If this person is smart enough to realize they probably do have an outstanding balance and the email's message was in fact meant for them, they still are left wondering...how much do I owe, where and how can I make a payment, and who should I be in touch with if I have any questions!? All valid questions and all items you can easily include in your email.

Your emails should always include:

✔ A link to your website in your email signature

✔ A link to their online dashboard in the opening paragraph

✔ Another link to their dashboard towards the end of the email

Most importantly, a line that shows exactly how much they owe (which can also be a link to the payment page).

If your registrant received these *bad* emails the first thing they'd probably do is hit reply and inundate you with a bunch of questions that could have been answered with a better structured email. Most people would respond, "how much do I owe?", "when do I owe it by?" and "how can I pay?" By including this information in your emails, most people will understand what is expected of them and complete the action without help from you which will save you time on support emails and leave you more time for real communication with your applicants, the type of communication that creates value and not frustration.

You will of course still have people in touch who want to verify information or ask further questions but that's ok. Consider also sending out a great payment acknowledgement email to cut down on emails and phone calls from registrants wondering if the payment(s) they made was received and went through.

By freeing up your time for savvy people who would otherwise (with a great email) take care of things themselves, you now have time to give your attention to a needier applicant. Or even work on other things to benefit your business! Win-win-win for everyone!

PART 6:
CONCLUSION

What can I do to make my communication more effective and at the same time save me time? The answer is creating a comprehensive and individualized online registration process that allows you to incorporate effective communication techniques, like great registration and payment emails!

The beauty of automation and great emails is that it saves you time in the long run!

If your applicant received these *bad* emails we illustrated in this eBook, the first thing they'd probably do is hit reply and inundate you with a bunch of questions that could have been answered with a better structured email (like we said, according to data we gather at Regpack it is an amazing 63%(!!!), that is a lot of emails to answer and a lot of time wasted). Most people would respond, "Do I owe any more money?", "when do I owe it by?" and "how can I pay?" Or worse, they won't reply at all because they will assume they have paid in full and you'll spend your time towards the end of registration running around trying to get everyone to pay their full balance.

By including this information in your emails, most people will understand what is expected of them and complete any further action that you require.

You will of course still have people in touch who want to verify information or ask further questions but that's ok. No matter how automated your registration or application process becomes, there will ALWAYS be a minority of applicants who need their hands held a bit more than the rest. By freeing up your time for savvy people who would otherwise (with a great email) take care of things themselves, you now have time to give your attention to a needier registrant.

Writing an effective email to applicants when they need to make a payment or still have an outstanding balance, is one of the most important steps to making sure you get paid as soon as possible.

Your applicants might not remember that they have an open balance for your program. Or they might want to pay but don't know how your process works or they might not remember the exact deadline so they just haven't gotten around to paying you.

A little email reminder can do a world of wonders for your cash flow and your user satisfaction by effectively communicating those questions marks to your applicants.

In general, when writing an effective email, you need to keep your emails short and to the point. So...yea, scratch that! You don't want to write a novel, but you definitely want to include as much information as necessary in a payment request email. This will make sure your applicant will pay when they get the message and will not need to follow up with you in order to clarify any detail about their account or payment methods.

Here are some guidelines that will help you know if your email text is great or if it is just confusing:

- **You will see a spike in payments and completed applications within 3-5 days of the email going out.** If you do not see that spike maybe you need to alter your email. Keep reading, I promise we give some great advice further down!

- **You will have less than 10% of applicants coming back to you with questions.** More than that means you are doing something wrong. Again, keep reading if this is you!

There are 5 elements that will make your email effective, in order of importance:

1. **You email should give the registrant or applicant updated information about their account activity, account balance, order and their payment history, etc.** Without this element you will see up to 60% support calls and emails coming back to you asking why they need to pay or why they need to complete a certain form, question, etc. You will also see a low number of people actually going into their account and making a payment. This acts as your explanation as to why you are asking them to pay! If you could only choose only one thing to add to a payment request email this would be it!

2. **Outlining very clearly what methods of payments you accept and how they can go about paying.** It's in these cases that having an online payment solution, especially built in to your system is worth it! Online payments will boost the number of payments you receive, hands down! It's science.

3. **Including important dates in the email so the applicant will know when all of their outstanding items are due and what happens if they are late.** The email should be sent close to a payment and registration deadline (but not too close, give people at least 5-7 business days to complete the task).

4. **Information about how the registrant or applicant can view the information online (so they do not need to contact you in order to figure it out).** This is where BIG OBVIOUS LINKS need to show up. Make it easy for the reader to know where to click and what they are clicking on – "Your Account", "Your Payment History", "View Your Invoices", etc. are great phrases to use to get people to click and view their account and payment history. That page should then include an easy button or area in order to begin the payment process as well as clear, easy to read and understand, information about their balance due.

5. **Contact information to your payments team if the registrant or applicant has any questions and if they want to request a refund for any reason.**

An effective email will outline the important points you want to communicate to your registrants: what outstanding forms they need to complete, what they need to do to finalize their application, what they owe, how they can pay and when they should pay by.

Having an automated way to get these messages out helps a ton when it comes to time management on your end as well.

But writing a great email to make sure these points come across effectively isn't as easy as you might think!

Anytime you send a 'call to action' or application or payment related email to an applicant or registrant, including the right information is imperative. A little fact of life: people do not like to pay or complete forms if they feel they don't have to! Therefore making your emails clear, informative and with an obvious call to action is what is going to get you the best results!

Good Luck!