

TEMPLATES & DOWNLOADS

The Invoice Template

Every field an invoice needs to get paid on time, the details to collect before sending it, and the follow-up sequence when it is late.

Before you invoice. Collect these when you agree the work, not after delivery: the full legal entity name and address, the accounts payable email, a purchase order number, whether vendor onboarding is required, their GSTIN, and the payment terms in writing. Missing details are why brands pay late, and nobody chases you for them.

1 The invoice[Copy this](#)**INVOICE**

No. _____ Date _____ Due _____

Purchase order number _____

From

Name or business name _____

Address _____

PAN _____

GSTIN (if registered) _____

Email and phone _____

To

Full legal entity name _____

Registered address _____

Their GSTIN _____

Attn (accounts payable) _____

Description	Qty	Rate	Amount
Instagram Reel, organic, published _____	1		
Instagram Story frames	3		
Usage licence, brand social channels, 3 months	1		
			Subtotal
CGST ____% / SGST ____% or IGST ____%			
			Total due

One line per deliverable, worded to match the agreement. If a dispute arises over whether usage was included, the invoice is the record.

Payment details

Account name (exactly as registered) _____

Account number _____

IFSC _____

Bank and branch _____

UPI (optional) _____

Payment due within ___ days of the invoice date. Late payments may attract interest at ___% per month. Please quote the invoice number with payment.

2 Sending it

Every time

- ☐ PDF, never an editable document
- ☐ Named YourName-Brand-Invoice-014.pdf
- ☐ Emailed to accounts payable, contact copied
- ☐ Purchase order number in the subject line
- ☐ Two sentences in the body: what and when
- ☐ Sent on delivery, not when you remember

3 If it goes unpaid

Sequence

- ☐ **Three days before due.** Friendly note confirming it is scheduled. Catches most problems while still fixable.
- ☐ **Day one overdue.** Factual: invoice number, amount, due date, request a payment date.
- ☐ **Day seven.** Ask your commissioning contact to chase internally. They usually can, and will.
- ☐ **Day fifteen.** Escalate to the finance manager, referencing the agreement and your terms.
- ☐ **Day thirty.** Formal notice with a final date, unemotional.

No apologies at any stage. Late payment is a process failure at their end, and the tone that gets paid assumes it will be sorted out.

Influking matches creators with brands, and handles the brief, approvals and on-time payment.