ignition

8 Step checklist to eradicate late payments and boost cash flow with Ignition

Eliminate late payments and boost cash flow with Ignition. Learn how automation software can help your marketing agency stay financially healthy.

If you're aiming to boost your agency's cash flow and eliminate late payments, look to Ignition's simple eight-step checklist. From being able to create professional branded proposals in minutes to automating invoicing and payment collection, tick these boxes today to start optimizing your billing processes and getting paid on time.

1. Create your proposal template: Create your own professional-looking proposal templates and tailor your proposals to reflect your agency's unique branding, services, and pricing. With an easy-to-use editing interface, you can effortlessly create proposals that include different package options and personalized videos to help you stand out from your competition.

2. Set up billing options: You're in the driver's seat for selecting **flexible billing options** within Ignition. Choose the right option for you – bill clients for recurring retainer or one-off project work; bill by the hour or a fixed fee, and bill weekly, monthly, quarterly, or even annually. You can also choose to bill a deposit upfront. The latter can help improve cash flow and minimize business risk – especially when you're engaging new clients.

3. Request client payment details upfront: Don't let the fear of non-payment hold you back from reaching your business goals. By asking for payment details upfront before your client can sign the proposal, you can safeguard your agency and have certainty you'll get paid – putting an end to those awkward client conversations.

4. Automate your invoicing: With Ignition's **automated invoicing** feature, you can easily connect Ignition to Xero or QuickBooks Online to automatically raise invoices and help with automating accounts receivable once the client accepts your proposal. It's a hassle-free way to streamline your invoicing process and make sure you get paid promptly.

5. Automate your workflows: Integrate **Ignition with Zapier to connect to your favorite apps**, so you can finally get all your tech to work together. When you automate repetitive processes that swing into action once a client signs your proposal, your team will thank you – and they can get on with their productive work. **See how it works for client onboarding**. Automating ensures nothing is missed, and there are no data entry mistakes.

6. Monitor your revenue and cash flow: Always be on top of your finances by regularly checking your **Business Dashboard** in Ignition. **This handy feature** lets you easily see your total projected revenue and payments, as well as the total fees invoiced and paid in real time based on your signed client agreements.

7. Set and forget billing and payments: Communication is essential for building strong client relationships, but late payments can strain even the best partnerships. The best way to avoid late payments is to automate payment collection from the moment your proposal is signed. You can set up a **billing and payments process** in Ignition that automatically bills and collects the payment from clients on the invoice due date. This way, you can ensure that your agency's cash flow stays healthy without negatively impacting your client experience.

8. Focus on the important stuff: Now that you've followed steps one through seven, it's time to tick the final box. You know your marketing agency can effectively **remove late payments and optimize your cash flow with Ignition's help**. Now, you can get back to your core business activities – investing in growth opportunities, and achieving the success you deserve.

Over to you

With Ignition, you can take charge of your agency's financial success – and make sure you get paid. **Watch the online demo** to find out how the platform streamlines your billing processes, automates invoicing and payment collection – and provides a professional and seamless client experience.

Watch now

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