



Payably®

Recurring Billing Playbook for **Printers**

A Practical Guide to Building Steady Revenue with
Less Chasing and More Printing

Who This Is For

This guide is designed for print shop owners, operators, and office managers who are:

- Tired of chasing invoices.
- Struggling with unpredictable cash flow.
- Looking to automate billing without losing the human touch.
- Ready to grow a more resilient, profitable print business.

The logo for Payably, featuring the word "Payably" in a green, cursive script font with a registered trademark symbol (®) to the upper right.

If that sounds like you, let's dive in.



Automated Billing vs. Recurring Billing

Let's clear something up early: recurring billing is a powerful form of automated billing, but the two aren't the same.

Recurring Billing: Charges the same client on a predictable schedule (weekly, monthly, etc.)

Automated Billing: Encompasses all billing features that reduce manual work—including “Pay Now” buttons, payment reminders, card-on-file transactions, and more.

This guide focuses on recurring billing, but Payably automates much more.

Manual Invoicing Is Slowing You Down

Every time a team member creates an invoice, emails it to a client, and waits for payment, it slows down your business.

Valuable hours are lost chasing down unpaid invoices, time that could be spent producing jobs or acquiring new clients. You didn't get into printing to do paperwork—you got in to create high-quality work that speaks for itself. It's time to cut the friction and find a better way to get paid.

Manually creating invoices, sending them out, and waiting on payments adds friction to your business. [Read more about it here.](#)

Common Symptoms:

- Late payments and cash flow gaps
- Hours wasted on follow-ups
- Disjointed systems for billing, accounting, and reminders
- Frustrated staff and annoyed customers

You got into printing to produce great work—not paperwork.

Recurring Billing for Print Shops

Recurring billing isn't just for subscription services. For print shops with repeat customers and predictable jobs, it's a smarter way to get paid.

Rather than creating a new invoice every time, you can set billing schedules—weekly, monthly, or custom—and let it run automatically. This streamlines operations, reduces the risk of late payments, and improves the client experience.

Set it and forget it. No more starting from scratch for every order.

When Not to Use Recurring Billing

Recurring billing may not be ideal if:

- You serve mostly one-time or walk-in customers
- Your pricing varies dramatically job to job
- Clients need to approve each order before paying

Recurring Billing Is ideal For:

- Monthly promo printing (restaurants, retailers)
- Franchise or enterprise accounts
- Direct mail campaigns
- Nonprofit and school contracts
- Corporate signage packages



Set it and forget it. No more starting from scratch for every order.

The Benefits of Recurring Billing

For print shop owners looking to reduce admin overhead and gain more financial control, recurring billing is more than a convenience—it's a strategic advantage.

At its core, it offers predictable revenue. Instead of waiting on variable cash flow from scattered invoices, you gain visibility into what's coming in next week, next month, and beyond. That makes forecasting easier—and growth more sustainable.

It also saves time. Manual invoicing and follow-ups take hours each week. Recurring billing automates those tasks, giving your team more time to focus on production, service, and business-building.

That efficiency means you can scale. Whether you're managing 10 or 100 accounts, automation ensures consistency and reduces errors—without adding more admin overhead.

And your customers? They want simplicity and reliability. Automatic payments and clear communication create a better experience that builds loyalty—and referrals.

More Benefits

- **Predictable Revenue**
- **Save Time**
- **Scale Easier**
- **Better Customer Experience**

[Book a Demo Today!](#)



Repeating

How Recurring Billing Works With Payably

Recurring billing with Payably is simple—and flexible. You choose the customer, the amount, and how often to bill them (weekly, monthly, or custom). Once set up, Payably automatically runs the charges, sends receipts to both you and your customer, and keeps everything logged.

You can manage all your clients in one place, track activity, and pause or edit accounts with just a few clicks. Need to update billing amounts or switch payment methods? No problem—Payably adapts as your business does.

If a payment is missed, Payably even offers a catch-up charge, so nothing slips through the cracks.



With Tools Like Payably, Recurring Billing Is As Easy As:

1. Select the client and billing amount
2. Choose the frequency (weekly, monthly, etc.)
3. Set a start date and duration
4. Send confirmation with payment link
5. Payments auto-process and sync with your accounting system



Smarter Billing, Stronger Business: Pro Tips for Print Shops

For print shop owners embracing recurring billing, a few smart moves can make a big difference. Automation alone is powerful—but pairing it with a strategic approach to packaging, payments, and presentation can elevate your entire customer experience and drive steady growth. Here's how to make the most of it:

Tip #1: Bundle Monthly Services

Think beyond one-off jobs. Turn repeat orders into recurring revenue by bundling services like design, print, and delivery into a single, flat monthly fee. It creates predictable income for your business—and simplicity for your clients.

Tip #2: Add a “Pay Now” Button

Every invoice you send is a chance to get paid faster. Include an instant “Pay Now” button via text, email, or PDF to remove friction and give clients a seamless payment experience.

Tip #3: Offer ACH and Card Flexibility

Not every client wants to pay the same way. Offering both ACH and credit card options gives your customers control and increases the likelihood of on-time payments. Fewer roadblocks mean faster cash flow.

Tip #4: Brand Your Payment Portal

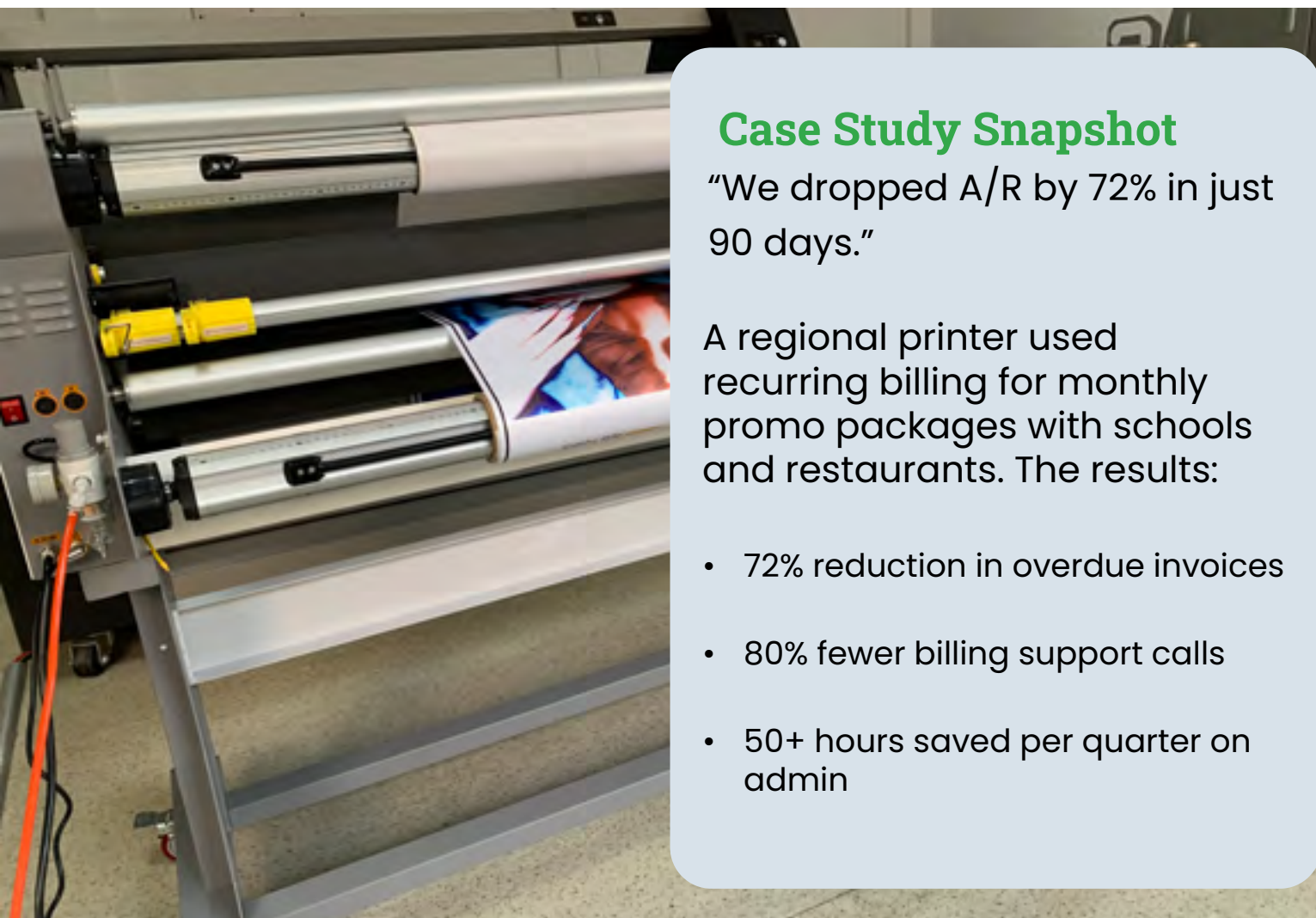
Your billing process should reflect the same level of professionalism as your print work. A branded payment portal reassures customers and reinforces your credibility at every transaction touchpoint.

Real Results in 90 Days: A Print Shop Success Story

Recurring billing isn't just theory—it delivers measurable impact. One regional printer decided to streamline their operations by implementing Payably for recurring billing across their school and restaurant clients. Within just 90 days, they saw dramatic results.

Their accounts receivable dropped by 72%, meaning money flowed in faster and more predictably. Billing support calls—often time-consuming and stressful—dropped by 80%. And with less time spent tracking invoices and chasing down payments, the shop saved over 50 hours of admin time per quarter.

Recurring billing helped them shift from chaos to clarity—freeing their team to focus on printing, not paperwork.



Case Study Snapshot

“We dropped A/R by 72% in just 90 days.”

A regional printer used recurring billing for monthly promo packages with schools and restaurants. The results:

- 72% reduction in overdue invoices
- 80% fewer billing support calls
- 50+ hours saved per quarter on admin

FAQs

Q: What if order amounts vary monthly?

A: Set a base rate and add extras before each billing cycle.

Q: Can I cancel or pause subscriptions?

A: Absolutely. You control frequency, timing, and terms.

Q: What payment methods are supported?

A: Payably Finance supports Credit/debit, ACH, Apple Pay, Google Pay, and more.

Q: Will it work with my accounting system?

A: Payably integrates with PrintSmith and other tools.

Ready to Stop Chasing Invoices?

Recurring billing modernizes your print shop, improves cash flow, and frees up your team to focus on what matters.

[Book a Demo to see Payably in action.](#)

[Visit getpayably.com to learn more](https://getpayably.com)

Payably: Built for Print. Powered by Simplicity.



Payably