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Password reset, order and invoice e-mails: what a good transactional message says, with examples

E-mail

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E-mail Created on **November 13, 2026** 3 min read



The short answer: a good transactional e-mail says **in the subject** what happened, comes **from the same sender every time**, has **one clear action** and mixes in no advertising. Send both an HTML and a text version. Below are the four most common kinds, with examples to adapt.

The rules for all of them

1. **A subject that says what it is**, with the number or amount: "Invoice FT 2026/214 is ready", not "Important information".
2. **A fixed, recognisable sender** on your verified domain: invoices@ for invoices, always. Never a free address in the company's name.
3. **One action per e-mail**: view the invoice, reset the password, track the order.
4. **HTML and text**, for programs that do not show HTML. See **an HTML e-mail that displays everywhere**.
5. **No promotions.** A service e-mail with advertising becomes marketing.

Password reset

Part	Example
Subject	`Reset your password`

Part	Example
Body	`Hello {{name}}, we received a request to reset your account password. Use this link within 30 minutes. If it was not you, ignore this e-mail: your password does not change.`
Take care	The link works once and for a short time. Never send the password in the e-mail.

Order confirmation

Part	Example
Subject	`Order {{number}} confirmed`
Body	`Hello {{name}}, we have received your order {{number}}, for {{amount}}. We will e-mail you when it ships.`
Take care	What was bought, what it cost and what comes next. No "you may also like".

Invoice and receipt

Part	Example
Subject	`Invoice {{number}} is ready`
Body	`Hello {{name}}, invoice {{number}}, for {{amount}}, is now available and due on {{date}}. It is attached.`
Take care	The amount and date in the text, the PDF attached. See **attaching invoices**

Account notice

Part	Example
Subject	`New sign-in to your account`
Body	`Hello {{name}}, there was a sign-in to your account on {{date}}. If it was you, there is nothing to do. If not, change your password now.`
Take care	Say what changed and what to do if it was not them. Never ask for passwords or codes by e-mail.

Your customers get phishing too.
If your e-mails always ask for details by e-mail, they teach people to answer anyone pretending to be you. Send them to your client area, and never ask for a password. See **how to recognise a phishing e-mail**.

Save each example as a template
, with the variables in double curly braces. Then the wording changes in one place and every later send is right. See **templates with variables**.

RECOMMENDED

Want these e-mails to go out from your system on their own? Tell us how many you send a month and we will prepare a proposal.

Ask for a proposal →

SEE ALSO

- Transactional e-mail templates with variables: write once, fill in each customer's details
- Attaching invoices and tickets to a transactional e-mail: base64, size limit and refused files
- Transactional e-mail: the invoices, confirmations and password resets your system sends on its own
- Building an HTML e-mail that displays everywhere: width, images and dark mode
- How to recognise a phishing e-mail or message, and what to do if you clicked
- Email Center statistics: delivery, bounce and complaint rates, and what they tell you

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