

## **Subject: Apology for Missing Our Scheduled Discussion**

Dear [Client's Name],

I hope this message finds you well. I am writing to sincerely apologize for missing our scheduled discussion on [date and time]. I regret any inconvenience this may have caused you and your team.

Unfortunately, [brief explanation of the reason, if appropriate, e.g., an unforeseen circumstance]. I value our relationship and the opportunity to collaborate with you, and I assure you that this is not reflective of my commitment to our partnership.

I would appreciate the opportunity to reschedule our discussion at your earliest convenience. Please let me know a time that works for you, and I will ensure I am available.

Thank you for your understanding. I look forward to our conversation.

Warm regards,

[Your Name]

[Your Position]

[Your Company]

[Your Contact Information]