

Dear [Client Name],

Please accept my sincere apology for missing our lunch meeting yesterday. I unfortunately overlooked our appointment due to a conflicting appointment on my weekly calendar. I sincerely regret this oversight and have re-organized my schedule to prevent this from happening the in the future.

I truly value our meetings and would really appreciate the opportunity to make it up to you. Could we re-schedule for next week? Let me know your availability and I will put it at the top of my to-do list.

Sincerely,

[Name]

[Title]