**The Email Class**

**“I’m sorry and I’m determined to do better.”**

*You’re a human being, not a robot. Sooner or later, you’re bound to make a mistake.*

*You might miss a deadline, double-book yourself, forget an appointment, forget to fact-check something, or make some other error that inconveniences your client or customers.*

*Use this email to apologize for a mistake, explain how you’re going to do better in the future, and rebuild your professional reputation. If you take personal responsibility for mistakes, people will usually forgive you, and they might even respect and admire you even more than before.*

*Here’s the sample email. On the next page, you’ll see a template (fill-in-the-blank version) that you can customize.*

Hi Melissa,

I want to apologize for being late to our last two appointments. It was unprofessional, and not how I normally operate.

Some things have been happening in my personal life lately that have been really challenging. I don’t want to burden you with too much info, but suffice it to say: I’ve been a bit overwhelmed.

The good news is, I’m doing much better. I hired a virtual assistant to clear some things off my plate, along with other forms of help and support. I already feel calmer and more organized.

I appreciate your business. If you choose to hire me again in the future, I will do everything in my power to be punctual and professional.

I’d also like to offer you 25% off your next session with me, as my way of saying “thank you” and “I will do better.” It’s important to me to make amends and make things right.

Thank you!

*Erica*

Hi <name>,

I want to apologize for <mistake you made>. It was unprofessional, and not how I normally operate.

<Optional—depending on your relationship to this client, you may want to give a little more info about what’s been happening in your life: death, grief, divorce, illness, etc. Or you can offer a general statement like: Some things have been happening in my personal life lately that have been really challenging, and I’ve been a bit overwhelmed.>

The good news is, I’m doing much better. <Explain how things are changing and improving.>

I appreciate your business. If you choose to hire me again in the future, I will do everything in my power to be <punctual, professional, on time, etc.>.

I’d also like to offer you <a discount, partial refund, gift, or something else> as my way of saying “thank you” and “I will do better.” It’s really important to me to make amends and make things right.

Thank you!

*<your name>*