

How to Apologize So It Actually Lands

Use this when apologies have not worked or when saying sorry seems to make things worse.

A real apology changes how your partner feels, not how you feel about yourself.

The Script

I want to apologize in a way that actually lands, not just say the words.

I am sorry for how my actions affected you, even if I did not intend that outcome.

I see now what that was like for you.

I am committed to changing the behavior, not just apologizing for it.

If They Do Not Accept the Apology

Acceptance is not owed. An apology is offered freely and followed by change.

If You Feel Rejected

Apologies are about repair, not relief. Stay focused on impact, not validation.

Important Reminders

- Apologies acknowledge impact, not intent
- Timing matters
- Fewer words often land better
- Change is the real apology

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