[Date]

[Client Name]
[Client Address]
[City, State, Zip Code]

Dear [Client Name],

We have missed seeing you and your horses at [Farm Name]. Our records show that it has been some time since your last visit or training session, and we wanted to reach out to welcome you back to the stables.

A lot has been happening at the farm lately, including:

- [New Improvement, e.g., Resurfaced indoor arena]
- [New Service, e.g., Expanded boarding options]
- [Upcoming Event, e.g., Spring hunter/jumper clinic]

We value your presence in our equestrian community and would love to help you reach your riding goals this season. As a "welcome back" gesture, we would like to offer you [Discount/Offer, e.g., 15% off your next lesson or a free evaluation].

Please give us a call at [Phone Number] or reply to this email to catch up and schedule a time to visit the barn.

Happy trails,

[Your Name/Signature]
[Farm Name]
[Website/Social Media]