

Context:

Client: selective mutism therapist

Avatar: parent of child who has selective mutism

Selective mutism: a condition that prevents a child from speaking in certain situations / around certain people

Tone: warm and empathetic

Where the reader is in the journey: parent has opted into the early-bird waiting list. They are waiting for the course to re-open. They are problem aware.

Reason for sequence: It's a 6-part email sequence to give authority to my client's unique mechanism (the Brave Muscle method). This is to hype them up while the course is closed, so when it opens, they are ready to purchase.

The email:

SL: revealing my #1 SELECTIVE MUTISM strategy...

Heyyy <insert name>,

Believe it or not...

But breaking the shackles of selective mutism is surprisingly easy.

It's all about finding the *right* key to unlock your child's voice. 🗝️

But with so many options out there, doing this can be *overwhelming*.

That is why I want to help.

So today, I want to give you something truly magical... ✨

Something that actually WORKS.

Because, as a busy parent, the *last* thing you want to do is try something that wastes your time!

Okay so... this might come as a surprise, <insert name>.

But one of the best ways to overcome selective mutism... is to be *SILLY*!

YEP, you heard me right. 😊

You see, selective mutism at its core is an **anxiety** condition.

And so humour is a great way to disarm it and open up your child's voice.

And it's surprisingly easy to do.

By using a technique called the "wonder moment", you can do exactly that.

It's just a small part of the **Brave Muscle method**, and it's literally the number one SECRET I have been using with parents in my private practice (with astonishingly-fast results).

And I've made a video where I explain EXACTLY how to use it.

Click the video below to check it out:

<insert video>

Warm regards,
Anna