

Context:

Client: selective mutism therapist

Avatar: parent of child who has selective mutism

Selective mutism: a condition that stops children from speaking in certain situations / around certain people

Tone: warm and empathetic

Where the reader is in the journey: parent has a vague understanding of selective mutism. They opt into the client's newsletter to get tips and tricks to deal with the condition. They are expecting help.

Opt in page: <https://www.stepstobravetalking.com/free-tips-and-pdf>

Email 1 has the below structure:

Problem: Parents don't know a thing about SM

Roadblock: Because info/advice out there is confusing and complex

Solution: Explain SM in simple terms + provide checklist to determine if child has it

SL: selective mutism explained in 56 seconds

Hey <insert name>,

Chances are, your child's condition has left you with more questions than answers.

And who can blame you?

You ask friends & family, but no one you know has gone through anything like this.

You look online for relief, but Google would only give conflicting answers.

Autism? Speech issues? Bad manners?

You try everything to get even the *faintest* idea of what's going on... 🙄

Which is why I want to start by clearing the fog around selective mutism.
So you regain a sense of peace by knowing exactly what (and IF) your child has it.

Here we go...

Selective mutism is the **PHOBIA** of communication. It's where a child cannot speak in certain situations despite easily speaking in others.

One telltale sign is if a child is a chatterbox at home, but suddenly becomes silent in places like school or the supermarket.

It is the fear of having their voice heard in environments they are not comfortable in. So they remain silent.

But that's not all.

What makes this condition unique might come as a surprise...

It's that the fear of communication can branch into other fears *beyond* just speaking.

This means selective mutism can also become the phobia of certain foods, certain clothes, certain places and so on.

This is why I always say selective mutism is MORE than the fear of talking!

I know this can sound like a lot...

But for the past 15 years I've had the privilege to get up close and personal with the condition, and I can happily say that Selective Mutism IS treatable.

It just requires the correct guidance and support (which I will do in tomorrow's email).



Now, if this sounds like your child, you may be nodding to what I have just said. But is there a way to know for sure?

That is why my gift for you today is the official checklist we speech & language therapists use to determine if a child has selective mutism (attached) 🧐

Feel free to let me know what symptoms you see from the checklist.

In tomorrow's email, I will reveal the single most COMMON mistake parents make when it comes to treating selective mutism, and why it STOPS their child from ever getting better.

Until then, take care and stay positive!

Warm regards,
<insert name>

P.S. For the most accurate selective mutism diagnosis possible, it is always best to consult with a specialist near you.