

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 is considering purchasing this course to cure child's SM. They just need convincing.

Unlocking Your Child's Voice:

Selective Mutism Therapist Shares The ONE Simple Method That Makes **SPEAKING** Outside As Natural As Breathing.

Discover the easiest (and clinically-proven) method that guarantees to make even the most selective mute child sings like a songbird!

^ a headline that perfectly describes going from the current state to the dream state with ease. Parents will forever and always be most impacted via their child's safety and wellbeing.

(Subheading 1): Selective Mutism IS beatable!

Why selective mutism can be beaten *in weeks* (not years...)

Testimonial from mother who saw progress in 2 weeks

The evidence is clear.

And it warms my heart to say that the simple fact is this...

Unlocking your child's outside voice is surprisingly easy.

It's just that you need to know *which* key unlocks it 🗝️

But when there are **dozens of keys** dangling in front of you, this can be a frustrating experience for parents.

Trust me, I know.

As a Speech & Language therapist for over 15 years, and as a parent myself, I know first-hand how confusing dealing with selective mutism can be.

Not only for your child, but for YOU as well...

I know about the sleepless nights, worrying whether the school is actually helping your child or not (and that you'll never know because your child is too scared to tell you).

I know about the pain of dropping your child to school, seeing the tears in their eyes as you wave them goodbye to a place they do not want to be.

I know about the disheartening comments from friends and family, who do not fully understand the condition, and imply it is your fault that your child is “defiant” or “rude”.

And so you try everything, from **speech therapy**, to different **parenting styles**, to even **medication** in order to help...

Only to find out the hard way none of them would loosen the lock on your child's voice.

And that is when *those* thoughts start to creep in...

“Am I a bad parent?”

“Did I do something wrong?”

“Am I the reason my child is like this?”

And if you have ever had those thoughts, I want you to promise me one thing:

Do not EVER blame yourself!

Because the only way to beat selective mutism is not common knowledge.

And it is NOT your fault that you didn't know.

The simple truth is that there are so few selective mutism specialists out there.

And most so-called 'experts', who do not specialise in the condition, often give out the wrong information.

And that parents wonder why nothing has worked so far.

It's not that YOU are doing anything wrong.

It's that uninformed experts are giving you the wrong advice.

And that's why in **less than** 5 minutes, you'll discover the simplest way to beat selective mutism (STRAIGHT from a licensed selective mutism specialist).

Your child's voice has ALWAYS been there.

Just waiting to be set free.

It's just that something kept on hiding it.

And once you understand *what* was doing it, you'll laugh at how easy it is to get it back!

(Subheading 2): The simple truth is this...

The ONLY way to BREAK the shackles of selective mutism is to work at its **root cause**.

But before I get into that...

I need to ask something important.

I just want to make sure I am talking to the right person.

To the right parent...

Because I only want the parents who *REALLY* want to help their child, to continue reading.

And you'll see why in a second...

Would you say this sounds like you? (ask why 3 times to go deeper)

- You feel helpless that your child is facing and rejection for being different
- You feel like a bad parent for not 'raising your child properly'
- You worry about your child's future and whether they can live a happy life with selective mutism

If this *doesn't* sound like you, then I am afraid this is where we have to part ways.

Because it's only the parents that truly feel these pains, that are willing to do everything possible to help their child.

And THOSE are the parents I want to help.

And over my 15 years in practice, I noticed these are the parents that had the most success.