

Tips for Marketing  
Board Certified Specialists-Fluency

The following two examples may assist you in writing letters to either private practice or hospital referral sources or to school-based speech language pathologists and administrators.

1) SAMPLE EMAIL OR LETTER TO PRIVATE-PRACTICE OR HOSPITAL SLP REFERRAL SOURCES

If you have worked with children or adults who stutter, you're aware that fluency disorders are highly complex and vary widely among individuals. The low incidence of fluency disorders means that most clinicians have little opportunity to gain experience in this area.

That's where I can help. I am a Board Certified Specialist in Fluency, and am available for referrals and consultation. When you have a fluency client, I can facilitate a successful therapy outcome with the latest innovations in stuttering treatment. You can refer the client to me, or I can partner with you on a consulting basis to evaluate the client and develop a treatment plan.

As you may be aware, ASHA recently standardized its qualifications for clinical specialists – much like the medical profession treats physician specialists. Board Certified Specialists in Fluency must have extensive training and clinical experience in addition to ASHA's Certificate of Clinical Competence, and undergo peer review of their qualifications. More information about the specialty is available at <http://www.StutteringSpecialists.org>.

In my case, I have.... (summarize your experience).

My professional commitment is the same as yours: to provide the best possible treatment for every client. I will welcome the opportunity to add value to your clinical practice.

2) SAMPLE EMAIL OR LETTER TO SCHOOL SLPs AND SPECIAL-ED DIRECTORS

If you have worked with children who stutter, you're aware that fluency disorders are highly complex and vary widely among individuals. The low incidence of fluency disorders means that most clinicians have little opportunity to gain experience in this area.

Studies show that many school speech-language pathologists do not feel confident in working with children who stutter because they may lack training and experience in the complexities of fluency disorders.

That's where I can help. I am a Board Certified Specialist in Fluency and am available for referrals and consultation. I can enhance your school's ability to help children who stutter by conducting in-service training for your clinicians, and by consulting with SLPs on evaluations and treatment plans.

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In my case, I have.... (summarize your experience).

My professional commitment is the same as yours: to provide the best possible treatment for every child. I will welcome the opportunity to meet with you and discuss how I can add value to your school's program.