

# — ĀURA

## YouTube Talking Points

*Use the talking points below to create an endorsement that your audience wouldn't want to skip.*

### **Smooth Introduction:**

- Don't suddenly switch into a "sales voice" when you start your endorsement. It can feel jarring and hurt performance. Instead, find a natural transition that keeps your audience from skipping ahead.
- Google your name/email. Show blurred results of data brokers. Highlight how this makes you feel. Mandatory. ([example](#))

### **Introduce Aura as the sponsor**

- If you've ever wondered how scammers get your phone number or why your inbox is flooded with spam, this is why.
- There are companies called data brokers that sell your data.
- They do it without your consent and they make billions selling it to marketers, scammers, and even stalkers.
- And while they're legally required to remove your info if you ask— they make the process confusing and hard on purpose.
- That is why I recommend today's sponsor Aura to my family and friends.
- They take care of the hard part, automatically removing your info from these sites, and keeping it off.

### **Personal Endorsement:**

- Your audience is interested in your personal endorsement. Use Aura and speak authentically.

### **Aura is so much more:**

- Aura is [all-in-one digital security](#). You may already have a digital security tool, but not having Aura is like locking the front door, but leaving the back door open.

1. Get alerts if your personal info is found on the dark web.
2. Real-time fraud alerts for credit and banking.
3. 24/7 monitoring to help keep your identity secure.
4. A secure VPN, antivirus, password manager, and more
5. U.S.-based support, available around-the-clock, if something goes wrong

- If anything does happen, Aura includes \$5M in identity theft insurance protection. And they have U.S. fraud experts ready to help 24/7.

- One app. Every layer of protection.

### Share Your Feelings:

- How does it feel that these companies are ripping you off, selling your data for profit?
- “That is why I chose Aura.”

### Call-to-Action

- Try Aura free for 14 days at [aura.com/\[YourLink\]](https://aura.com/[YourLink])
- In those two weeks, you'll discover where your data is being exposed and sold

I'm not leaving myself vulnerable, and you shouldn't either

### Video Description Requirements:

Please use the following, highlighted text in your description:

*You can go to my sponsor [https://aura.com/\[yourlink\]](https://aura.com/[yourlink]) to try 14 days for free. That's enough time for Aura to start scrubbing your personal info off these data broker sites, without you lifting a finger.*

- This link must be hyperlinked (preceded by https:// ) Please ensure the link reads [https://aura.com/\[YourLink\]](https://aura.com/[YourLink])
- Please also include the highlighted text as a pin comment.

### Compliance Requirements:

The video **will not be approved** unless these requirements are met:

- Video has been marked as Paid Promotion
- Audible/verbal sponsorship disclosure within 5 seconds of first mention of brand (in each sponsorship segment)
  - Please do not show B-Roll of brand or brand logo *before* sponsorship disclosure
- Accurate, functional URL (please click to ensure)
- Both URL *and* sponsorship disclosure in first line of video description
- Only link placement in first line of video description
- Link audibly mentioned and shown on screen during sponsorship segment
- Refrain from providing incentives to encourage your audience to sign up for Aura. While it is acceptable to make genuine recommendations, promoting signups through incentives may result in your program participation being revoked.
- Do not tell your audience they can try Aura for 2 weeks then cancel if they don't want to pay. While that is true, our goal for this sponsorship is get people to stay on as Aura customers after the 2 weeks are up.
- Do not indicate Aura is a tool just to get your credit score

### Quality Guidelines

If the steps below are completed, it greatly increases the chance your sponsorship is successful.

- You personalize the read so you aren't just reading off the talking points, but instead inject your own unique creativity, personal experience and/or expertise
- Do not segment out your sponsored integration into its own chapter. Instead, include it at the beginning or end of another content-focused chapter
- You show your face for at least 50% of the sponsorship segment
- You show the product in action (or B Roll) for about 10 seconds during the sponsorship segment
- You share your special discount AND encourage your audience to click the link in description
- Your sponsorship segment occurs in first 5 minutes of the video (if video is over 10 minutes long)
- No noticeable decrease in quality of sponsorship segment compared to rest of video