



 This script was last updated on **May 19, 2025**. If it's more than 30 days after this date make sure you have the most updated script here:
<https://brands.influencelogic.com/betterhelp>

 **If you are located inside the USA, DO NOT USE THESE TALKING POINTS.**
Use [these](#) instead.

 Use these talking points to create a script, and submit your script to us when you have completed it. Allow us 48 business hours to review and approve. Then you may begin filming. Also, be sure to consult our compliance guidelines at the bottom of this document.

Theme (Spend 75% of your time personalizing this part)

Talk about what phase of your life you're in and why you're thinking more about your mental health. *Speak as if you're talking to a friend. No "sales voice"*

Prompts to consider:

- Remember when you thought your life would look a certain way by *[age/milestone]*? Reflect on the gap between what you expected and what actually happened. Do you feel like you've somehow failed or fallen behind?
- Life changes lead to identity changes. How have you navigated graduating, changing careers, becoming a parent, facing an empty nest, etc. How did it affect your mental health?
- If you've held off on seeing a therapist, why? How would BetterHelp make you more likely to see one?
- If you've seen a therapist, how did they make your life better?

 **Transition into the BetterHelp script below. Feel free to adapt it to fit your style and content. (Spent 25% of your time on this script).**

A therapist will listen, ask questions, and help you see things from new perspectives. They can give you advice and techniques to make positive changes in your life.

BetterHelp is the paid partner of this video and they're on a mission to make starting therapy easier.

Fill out a questionnaire and you will match with a therapist as soon as possible.

Easily switch therapists anytime at no extra cost if it's not the right fit.

With over 7,000 reviews and a 4.3 rating on TrustPilot, BetterHelp is a platform you can trust.

Click the link in the description, or go to [betterhelp.com/\[YourLink\]](https://betterhelp.com/[YourLink]) and get 10% off your first month of therapy.

 **View Video Description and Compliance Guidelines on the next page.**

Compliance & Legal Guidelines

Video Description Requirements:

Please choose one of the following three highlighted texts to include in your description (but replace the example URL with your specific branded URL):

Going to therapy is a sign of strength, not weakness. My paid partner BetterHelp makes therapy simple, with 10% off your first month to help you get started: [https://betterhelp.com/\[YourLink\]](https://betterhelp.com/[YourLink])

- This link must be hyperlinked (preceded by https://) Please ensure the link reads [https://betterhelp.com/\[YourLink\]](https://betterhelp.com/[YourLink]) (but replace the example URL with your specific branded URL)
- The link, call-to-action and disclosure must be the first line of the description.
- No additional links above the fold in the description.

The video (or script) **will not be approved** unless these requirements are met:

- Video has been marked as Paid Promotion
- Audible/verbal advertising disclosure within 5 seconds of first mention of brand (in each advert segment) - do not use the phrase “sponsored”, please only use “paid advert” or “paid partnership”
 - Please do not show B-Roll of brand or brand logo *before* paid partnership disclosure
- Accurate, functional URL (please click to ensure)
- Both URL *and* paid partnership disclosure in first line of video description
- Only link placement in first line of video description
- You personalize your paid partnership instead of just reciting the BetterHelp talking points.
- Link audibly mentioned and shown on screen during paid partnership segment
- When referring to BetterHelp in text, please use the correct, grammatical spelling. It’s “BetterHelp” not Betterhelp, betterhelp or Better Help.
- In order to share a personal experience with the BetterHelp service, you must have used the BetterHelp service. To protect your privacy, we do not verify use.
- Please use “therapy” and “therapist” instead of “counseling” or “counselor.”
- When referring to qualifications please say “credentialed therapist” and do not use “licensed therapist”.
- Do not share any identifiable information about your therapist, and do not film or record your therapist or therapy session.

- Do not say you will be matched with the “perfect” therapist. Please use “right” or “best”.
- Avoid any comparisons to the NHS. The National Health Services is a government funded organization which includes free mental health services.
- Avoid talking about waitlists
- Avoid talking about the price of BetterHelp and affordability (this is sensitive because the NHS provides free mental health services).
- Avoid saying BetterHelp makes therapy more accessible, or anything similar (this is sensitive because the NHS provides free mental health services).
- There are only more than a thousand BetterHelp therapists in the UK at the moment that are readily available. If you are located in the UK please avoid stating the total number of therapists all over the world.
- Please note: The brand is in a highly regulated industry where even slight variations in its representations to its members are meaningful. For example, saying that the information that a member shares with their therapist is private fails to appreciate that, in rare instances, messages are reviewed by our legal or clinical quality control teams to respond to safety or legal concerns. For this reason, please do not use these specific words in your video without the express written approval of InfluenceLogic and BetterHelp:
 - private/privacy
 - confidential/confidentiality
 - secure/security/secured
 - anonymous/anonymity
 - HIPAA/ Health Insurance Portability and Accountability Act, and
 - any other language that describes BetterHelp’s use or practices with personal identifiable information.

Quality Guidelines

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

- You show your face for at least 50% of the paid partnership segment
- You show the product in action (or B Roll) for about 10 seconds during the paid partnership segment
- Do not segment out your paid partnered integration into its own chapter. Instead, include it at the beginning or end of another content-focused chapter.
- Creator shares special discount AND encourages their audience to click the link in description

- You connect your video topic to the brand for a smooth transition into the paid partnership segment (avoid a hard cut to the paid partnership segment if possible)
- No noticeable decrease in quality of paid partnership segment compared to rest of video