

betterhelp

YouTube Talking Points (USA)

If you're outside the USA, use [these talking points](#) instead!

Talking points valid from 1/1/26–3/31/26.

Theme: Rather than trying to reinvent yourself this season, take time to understand and care for who you already are. Most New Year's resolutions fail by February. Therapy gives you space to understand your patterns and create meaningful, lasting change.

Choose one prompt to personalize. (Spend 75% of your time here.)

- Most New Year's resolutions fade by February, but real change doesn't come from becoming someone new. It comes from small, consistent habits that create growth over time. Share one habit that's helped you grow this year. Something that's made a real difference in your daily life.
 - Then, connect it to therapy. Talk about how therapy works the same way. How it's not a quick fix, but a steady habit that helps you understand yourself, grow, and build lasting support for your well-being.
- As the year begins, pause to reflect on your biggest breakthrough in therapy. How did it change the way you see yourself or bring you a sense of peace?
 - Then, share how therapy helps you see yourself more clearly through expert support and fresh perspectives you might not reach alone.
- Challenge: Give yourself a full reset for the new year. Clear your space, organize, declutter, and remove what's been draining you.
 - Then, refocus inward. Use therapy to work through what's been holding you back and create the mental space to move into the year grounded and clear.

Introduce BetterHelp as the sponsor and transition naturally into your ad.

- After sharing thoughts on therapy, weave in BetterHelp as a trusted sponsor and a simple starting point for therapy in 2026.
 - Keep the transition organic. Avoid phrases like "that's where BetterHelp comes in" to maintain an authentic tone.

Choose one or two of the BetterHelp features that align most with your story:

- Fill out a questionnaire and you will match with a therapist in as little as a couple days.
- BetterHelp will match you with a therapist based on your preferences, their own clinical experience, and over a decade of matching expertise.
- Easily switch therapists anytime at no extra cost if it's not the right fit.
- Join the 6 million plus people who have gotten help from BetterHelp. The platform you can trust.

End with this talking point:

- Click the link in the description, or go to **betterhelp.com/[YourLink]** and get 10% off your first month of therapy.

Compliance & Legal Guidelines

Video Description Requirements:

Please include this in your description and as a pinned comment (but replace the example URL with your specific branded URL):

Head to [https://betterhelp.com/\[YourLink\]](https://betterhelp.com/[YourLink]) for 10% off your first month of therapy with our sponsor, BetterHelp. Make your mental health and growth a positive focus this year.

- 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 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
- You personalize your sponsorship instead of just reciting the BetterHelp talking points.
- Link audibly mentioned and shown on screen during sponsorship 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."
- 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."
- 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 sponsorship is successful.

- 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
- Do not segment out your sponsored 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 sponsorship segment (avoid a hard cut to the sponsorship segment if possible)
- No noticeable decrease in quality of sponsorship segment compared to rest of video