

betterhelp

YouTube Talking Points (USA)

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

Talking points valid from 3/5/26–5/31/26.

The Best Way to Start Your Integration:

- Look for a moment in your video that authentically touches on something you can relate to mental health.

Choose one prompt to personalize:

- **Create Your Own:** Share a specific challenge, moment, or realization from your own life related to mental health.
 - Use your content lens to engage with mental health based on what you know about the topic you're covering.
 - Stay in first person (I struggled with, I've seen, I realized, I believe) and include specific details that make it uniquely yours.
- **All or Nothing:** Take a moment to reflect on a time when you held back from making a change because you felt it had to be all-or-nothing. Maybe you avoided trying a new sport or hobby because you were sure you'd be bad at it. How did that pressure shape your thinking or keep you stuck?
 - Then, consider how taking one small, imperfect step could still create meaningful momentum, and how therapy can offer the support and fresh perspective that help you recognize progress without requiring perfection.
- **Boundaries:** Think about a relationship that was draining your energy or emotional well-being. What boundary did you finally set, and how did it shift the way you felt within yourself or in that relationship?
 - Then, consider how therapy can help you recognize when boundaries are needed and offer the support and perspective to set them with greater clarity, confidence, and self-trust.
- **Breakthrough Moment:** Pause to reflect on your biggest breakthrough in therapy. How did it shift the way you see yourself or bring a deeper sense of clarity or peace into your life?
 - Then, consider how therapy creates space for these moments, offering expert support and fresh perspectives that help you understand yourself in ways you might not reach on your own.

Introduce BetterHelp as the sponsor and choose one or two features that align most with your story:

Last Updated: 3/18/2026

- BetterHelp makes starting therapy easier.
- Take the quiz and get matched with a licensed therapist quickly.
- Communicate however you feel comfortable: phone, video, or text.
- Switch anytime at no extra cost if it's not the right fit.
- Over 6 million people to date have gotten help through BetterHelp, earning a 4.8 out of 5 rating on the App Store.

End with the Call-To-Action:

- 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 (but replace the example URL with your specific branded URL):

Head to [https://betterhelp.com/\[YourLink\]](https://betterhelp.com/[YourLink]) to get 10% off your first month with our sponsor, BetterHelp. Therapy can be a meaningful space to reflect, grow, and create positive change in your life.

- 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.

Compliance Requirements

For legal purposes, **these requirements must be met** in order for the video to be approved:

- 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

- 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" or "best" therapist. Please use "right".
- 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