



***BetterHelp's Mission: Providing anyone facing life challenges with easy, discreet and affordable access to professional counseling from a licensed therapist.***

## Recommended Video Structure

These are the main points on BetterHelp we'd love you to integrate into the video.

1. Mental Health Awareness - 10 October World Mental Health Day is observed on 10/10 every year, with the overall objective of raising awareness of mental health issues around the world and mobilizing efforts in support of mental health. The Day provides an opportunity for all stakeholders working on mental health issues to talk about their work, and what more needs to be done to make mental health care a reality for people worldwide.
2. Product Introduction (explanation of BetterHelp)
3. Highlight use cases
4. How it works
  - a. Explain how the signup process works.
  - b. Show the service in video - we'd like you to at least show part of the signup questionnaire in the video while explaining how the signup process works. It's important for the viewers to see part of the app.
  - c. Explain how the app works once an account is created (basically, just highlight the features).
5. Mention social proof
  - a. BetterHelp has helped over 600,000 people - if you could mention that this would be great
6. Call-to-action
  - a. Direct audience to link in the description to check out BetterHelp
    - i. The link and call-to-action text should be in the first few lines of the description

## Key Talking Points

Here are some popular talking points you can use while discussing BetterHelp. Feel free to get creative!

BetterHelp's Mission: Providing anyone facing life challenges with easy, discreet and affordable access to professional counseling from a licensed therapist.

- A better way to do counseling
- Members receive professional counseling using their computer, tablet or mobile phone - anytime they need and anywhere they are.
- Communicate with a counselor via message, live chat, phone or video conferencing
- BetterHelp leverages new technologies to adapt traditional counseling into the lifestyle and expectations of today's consumers.
- We use the Internet to shop better, learn better, and work better; isn't it time we start using the Internet to live better?
- Current counseling solutions are too expensive, time-consuming, inconvenient, and inaccessible. Many people were also concerned by the lack of privacy and the stigma around it.
- BetterHelp features licensed and credentialed therapists who are certified by their state's board to provide therapy and counseling.
- You will be matched with a counselor in 24 hours or less
- Can try for as low as \$35 for a week, far less than typical counseling costs.

## Compliance

When placing your link in the description of your video, we ask that you follow FCC guidelines to let your viewers know that you are being incentivized to promote BetterHelp.

At the end of your description, please place some indicator that you are being compensated. Something like this sentence would be great:

*By using my BetterHelp referral link you are supporting this channel. I may receive commissions on any sales, but I only promote products I believe in.*

## Examples / Inspiration

<https://www.youtube.com/watch?v=MQSOkGW5zL0>

<https://www.youtube.com/watch?v=byfbWTQpiF0>

<https://www.youtube.com/watch?v=3H58xhRjLWY>

<https://www.youtube.com/watch?v=XekBRpJN1ak>

[https://www.youtube.com/watch?v=Kd9GV\\_6T1d4](https://www.youtube.com/watch?v=Kd9GV_6T1d4)

**Thank you!**

**Merci Beaucoup!**

**Gracias!**