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Standard Podcast Talking Points

Do not use these Talking Points if you are located in the USA.

Use [these](#) instead.

👉 Please use the talking points in the following 3 sections (How Therapy Helps, How BetterHelp Helps, CTA) to create a script. Also, be sure to consult our compliance guidelines on page 5.

How Therapy Helps

🤔 Has therapy helped you in your life? Insert your own personal experience with how therapy helped you. Here are a few questions to help:

- What initially motivated you to try therapy?
- Can you share a bit about your first experience with therapy?
- What specific challenges or issues has therapy helped you address?
- What positive changes have you noticed in your life as a result of therapy?
- Can you share a specific moment or breakthrough in therapy that was particularly meaningful or transformative for you?

💡 If you do not have experience with therapy, please use the bullets below to help your audience learn more about therapy:

- *A Safe Space to Talk:* Therapy is a safe space where you can share what's on your mind—whether it's stress, sadness, worries, or relationship issues—without fear of judgment.
- *Guided Help from an Expert:* The therapist, a trained mental health professional, is there to listen, ask questions, and help you see things from new perspectives. They can provide insights and teach techniques to manage emotions, reduce stress, and make positive changes in your life.

- *Personal Growth and Problem Solving:* Think of therapy as a tool for personal growth. It helps you better understand yourself, develop healthier habits, and learn effective ways to cope with and solve problems, leading to improved mental and emotional well-being.
- *Therapy Truths:*
 - You don't need to have a clinical mental health issue like depression or anxiety to benefit from therapy.
 - Seeking therapy is actually a sign of strength and self-awareness. It takes courage to acknowledge when you need help and to take steps to improve your mental health.



About BetterHelp

♥ The goal of our partnership is to lean on your personal experience (exemplified above) and then offer BetterHelp as a resource to your audience members who feel they may benefit from therapy. The following bullet points are meant as a guide.

- BetterHelp is the paid partner of this episode and they're on a mission to make starting therapy easier. [Saying BetterHelp is the paid partner is a requirement.]
- BetterHelp is a platform where therapists and their clients can communicate effectively and get the most out of therapy.
- There's a journal inside the platform for personal reflection, and there are group sessions on a number of different topics available every day.
- Starting therapy is easy with BetterHelp. Fill out a questionnaire and you will match with a therapist in as little as a couple days.
- One of the best features of BetterHelp is that if the first therapist doesn't feel like the right fit, you can easily switch to another one until you find someone you really connect with.
- They carefully make sure therapists on the platform are well-qualified, and their customer support team is there to help you if you have any questions.
- With over 7,000 reviews and a 4.5 rating on TrustPilot, BetterHelp is a platform you can trust.

Call-to-Action

- If you're struggling and think you'd benefit from a therapy session, go to [betterhelp.com/\[YourLink\]](https://betterhelp.com/[YourLink]) or choose [YourPodcastName] during signup and get 10% off your first month of therapy.

 Please review the compliance guidelines on the next page 

Compliance & Legal Guidelines

Podcast Description Requirements:

Please use the following, highlighted text in your description (but replace the example URL with your specific branded URL):

If you're struggling, consider therapy with our paid partner. Visit [https://betterhelp.com/\[YourLink\]](https://betterhelp.com/[YourLink]) for a discount on your first month of therapy..

- 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 podcast **will not be approved** unless these requirements are met:

- 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 “advert” or “paid partnership”
- Accurate, functional URL in show notes (please click to ensure)
- 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.
- 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).
- There are only more than a thousand Betterhelp therapists in the UK at the moment that are readily available. 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 sponsorship is successful.

- Creator shares special discount AND encourages their audience to visit their link
- Your sponsorship segment occurs in first half of the episode
- No noticeable decrease in quality of sponsorship segment compared to rest of episode