

LAURA HOW

COUNSELLING & GUIDANCE



SPONSORSHIP GUIDELINES

I only recommend things I would use myself. These guidelines set out how I work, what I will and won't do, and how a partnership stays clear on both sides. They form part of any agreement and are governed by the law of England and Wales.

HOW I CHOOSE PARTNERS

- I review your product myself before agreeing to anything. For paid platforms, that means access for the review period.
- If it doesn't hold up, I decline rather than misrepresent it — at no cost to you.

EDITORIAL CONTROL

- I write and deliver the segment in my own words from your key messages.
- You approve factual accuracy and brand safety; wording, framing and tone stay with me.
- I choose the host video — one whose subject genuinely relates to your product. One brand per video, never two.

CLINICAL BOUNDARIES

- As a registered practitioner I cannot make therapeutic, medical or efficacy claims on a product's behalf.
- Nothing is presented as a substitute for therapy, medical advice or crisis support.

DISCLOSURE & COMPLIANCE

- All sponsored segments carry clear disclosure in line with ASA/CMA guidance and YouTube's advertising rules.
- That means the paid-promotion label, a verbal disclosure, and a written one in the description.

DELIVERABLES & REVISIONS

- Placement, length, format and talking points are confirmed by email before invoicing.
- Any extras must be agreed in writing before recording.
- One round of factual or brand-safety edits is included; substantial rewrites after delivery are charged at £150 per round.

YOUR CLAIMS & INDEMNITY

- You warrant that the claims and assets you supply are accurate, substantiated and lawfully yours to use.
- You indemnify me against any claim, ruling or cost arising from information you have supplied.

USAGE RIGHTS

- You may share and embed the published video anywhere, at no additional cost.
- I don't offer paid amplification, re-cutting the segment into a standalone advert, or whitelisting — at any rate.
- Category exclusivity is available as a priced add-on.

SCHEDULING & REMOVAL

- Typical turnaround is three to four weeks from booking, with the publication date agreed in advance.
- Please nominate one point of contact and return feedback within five working days.
- The segment and description link stay live for a minimum of 12 months.
- I may remove a segment, without refund, if your organisation later becomes subject to a regulatory finding or safeguarding incident.

CANCELLATION & PAYMENT

- Before scripting: no charge. After scripting: 50%. After filming: 80%.
- If I cancel delivery, all sums paid are refunded in full.
- Agencies and repeat partners: 50% on booking, 50% within 14 days of publication.
- First-time direct brands: 100% on booking.
- Bank details are issued on the invoice only. VAT charged where applicable, and late payment attracts statutory interest.