



How to Determine if a Brand Partnership is a Good Idea

If you don't use the service, get to know it well & make sure you like what it provides.

If you don't use it, why not? Do any of those reasons give you pause?

Ask your colleagues, either IRL or virtually, what they think about/know about the product or brand.

Search therapist or client-specific FB groups to see if people have talked about it candidly before.

Read reviews on social.

Google a lot.

Make sure they're paying you enough to account for the time it's taking you to do this legwork.