

LAURA HOW

COUNSELLING & GUIDANCE



ABOUT ME

I'm Laura How, a UK-based [relationship counsellor](#) and coach with over 20 years in mental health. [My YouTube channel](#) delivers honest, research-driven content on intimacy, marriage, and personal wellbeing.

My viewers value me because I'm not just another "relationship influencer" - I'm a practising counsellor who combines blunt honesty with compassion. My focus is helping people understand themselves, their partners, and the dynamics that make relationships thrive.

AUDIENCE PROFILE

Midlife men, often professionals, looking for honest insight into why intimacy fades in long-term relationships. Many want to understand both emotional and practical factors. My work helps them approach their partners with empathy instead of frustration, and encourages constructive, realistic next steps.

HIGHLIGHTS

- 25.8K+ subscribers (fast-growing).
- 269K monthly views; 134K unique viewers.
- Multiple videos 100K–400K+ views.
- Qualified therapist with 20+ years' experience.
- Evergreen Content (Views continue long after publication).

KEY STATS

25.8K

Subscribers

269K

Monthly Views

91%

Male Audience

35-64

Core Age

AUDIENCE SNAPSHOT

- 91% male.
- Core age: 35–64 (55%+).
- Top countries: USA (55%), UK (10%).
- Returning viewers: 41.1%.
- Avg. watch time: 5:24.

PROVEN PERFORMANCE

- "How Sexless Marriages Hurt Men" — 408K views, 2,800+ comments.
- "The Overlooked Truth About Intimacy & Marriage" — 275K views, 2,000+ comments.
- "Why Husbands Withdraw From Their Wives" — 218K views, 1,800+ comments.



9%



91%



LAURA HOW

COUNSELLING & GUIDANCE



CASE STUDY

My video “How to Be an Exceptional Husband” explores the emotional and practical qualities that make marriages thrive - from honesty and reliability to empathy, presence, and support. Many viewers said it finally gave them clarity on how to connect with their wives, showing how therapist-led content not only resonates but also creates a trusted space where brands can align with positive change.

SERVICES

Let’s explore how we can responsibly introduce your brand to a motivated audience of men and couples who want to improve intimacy, wellbeing, and relationships.

MID-ROLL MENTION: 60–90S

A short brand mention within a video about intimacy, marriage, or personal wellbeing. Includes your link in the description and a pinned comment.

INTEGRATION: 2–3 MINS

A therapist-led segment on:

“Why intimacy issues aren’t always psychological and when couples should consider practical tools or professional support.”

This frames relational and lifestyle factors first, then highlights how your product or service responsibly supports couples.

- No miracle claims.
- Clear disclaimers where relevant.
- CTA to your website, product page, or consultation service.



“AS A RELATIONSHIP COUNSELLOR, I KNOW HOW LIFE-CHANGING THE RIGHT SUPPORT AND TOOLS CAN BE FOR CONFIDENCE, CONNECTION, AND LONG-TERM INTIMACY.”