

Your foundations

Building the positioning that
holds everything together



HOW TO USE THIS

There are three things that need to be clear before anything else can work: who you are, what your business is, and who it's for. Not in a generic way, in a way that's specific enough to actually guide what you say and how you say it.

This workbook takes you through each one. By the end, you'll have the building blocks of a positioning document — a single reference point that keeps everything consistent, wherever a woman encounters you.

This isn't about writing website copy. It's about getting clear enough on your foundations that the copy, the social posts, the way you introduce yourself, all of it starts to feel coherent.

PART 1

You

Your business has your personality in it whether you've planned for that or not. The goal here is to make it intentional.

What was the moment you decided to actually build your business?
Why did you do it?

What's your background, and how does it inform what you've built?

PART 2

Your business

Not what you offer, but what it means, how does their life change.

How do you want your customers to experience your business?

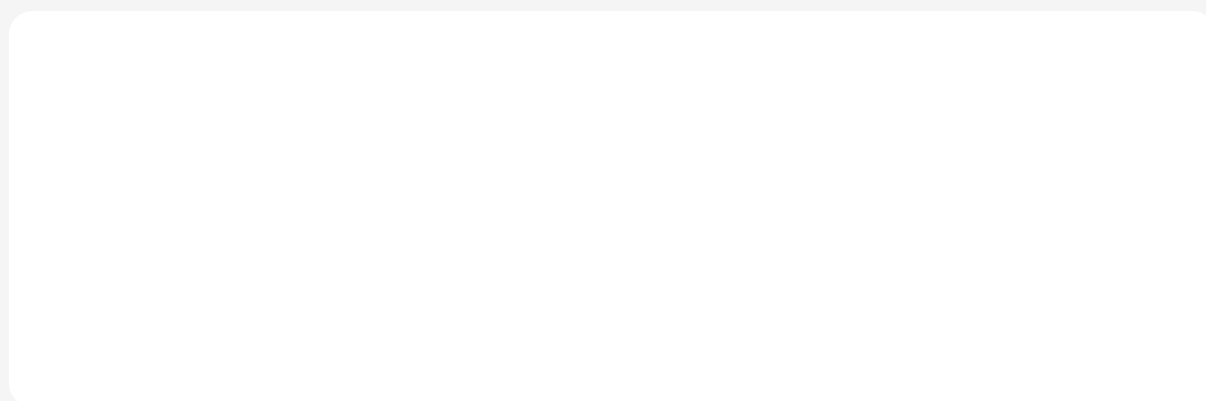
What changes if they buy your product or service?

PART 3

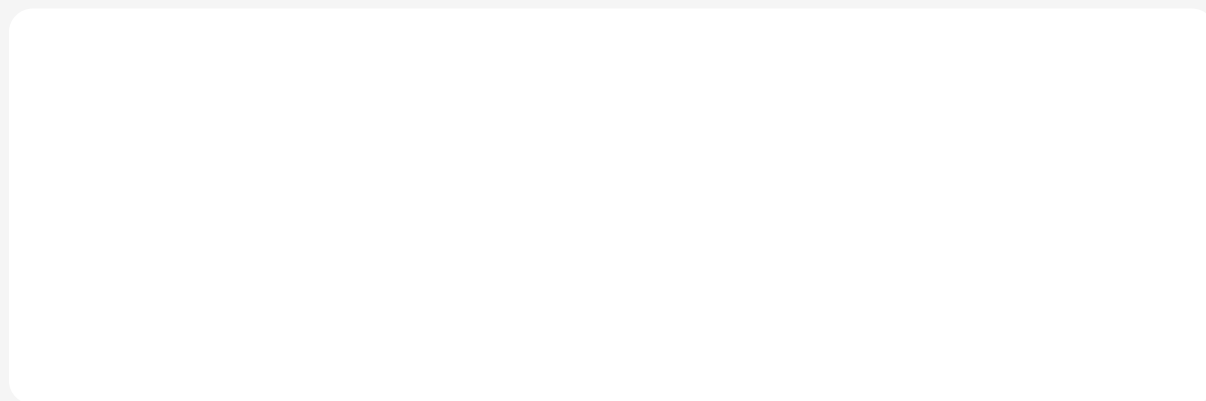
Your audience

The women who need you most aren't just defined by their age - they're defined by what they've experienced. Think about where she is, not just who she is.

Describe the woman you most want to reach. Not her age - her situation, her frustration, where she's got to.



What has she already tried before she finds you?



BRINGING IT TOGETHER

Your positioning compass

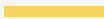
Use what you've written above to complete these sentences. Use the language from your answers, not polished website language.

I help women who...

They come to me/us because...

What makes my approach different is...

When a woman works/buys with me/us, she will feel...



You've just done the hardest part.

Getting it out of your head and onto paper.

What usually happens next is this stays in a notes app, or gets diluted the first time you sit down to write a caption.

If you want help turning this into something you can actually use - a positioning document that makes every post, every bio, every conversation with a new patient easier to write - that's the work I do with founders like you.

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WOMEN'S HEALTH STRATEGIST
