

The Q&A

Your founder story, in your own words

HOW TO USE THIS

This is the a shorter version of the Q&A process I use when I start working with a new client.

There's no right answer to any of these questions - what we're building here is a picture of you: why you started this, what drives you, and how you see the world. That's the raw material for everything that comes next.

You can work through this on your own, or ask a friend, partner, or colleague to interview you and just let yourself talk.

The spoken version is often richer - you can go back and note down what felt important afterwards.

Don't edit yourself as you go, the instinct to write something polished is the exact thing we're trying to move away from.

PART 1

Why you started

What made you start this business? What problem did you see that you wanted to solve for?

Was there a specific moment, story, or experience that made it feel urgent?

PART 2

What drives you

What motivates you on the days it's hard?

What would feel like success in five years?

What do you find interesting about women's health right now?

What disappoints or frustrates you about how women's health is currently handled?

PART 3

Your story

How would you describe your business to someone who'd never heard of you — in the way you'd say it at a dinner party, not on a website?

If you could only say one thing to the women you most want to reach, what would it be?

Read back through your answers. Circle anything that surprises you, or anything that sounds more like you than your current website does.

That's where we start.

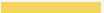
STEP 4

The one sentence

The most useful thing you can do right now is nail one sentence: what you do, for whom, and the problem you solve for. Not a tagline — a clear statement you can use as a filter for everything else. It should be possible for a woman who's never heard of you to read it and immediately think: that's me.

Draft your one sentence here. Write it for her, not for you.





You've just done the hardest part.

Getting it out of your head and onto paper.

What you've just written is raw material - it's the same process I run with every new client before we write a single word of copy.

If you'd like help turning your answers into a positioning document, that actually sounds like you, that's where I come in.

mel@melschofield.co.uk

melschofield.co.uk

WOMEN'S HEALTH STRATEGIST
