

The Inside Out check

Questions to ask yourself before you write another word.

Before you rewrite your bio, update your website, or draft another Instagram caption - do this first.

The inside out trap is what happens when your marketing is about you: your credentials, your journey, your offer. It's not that those things don't matter. It's that the woman who needs you most is looking for one thing before anything else — does this person understand what I've been through?

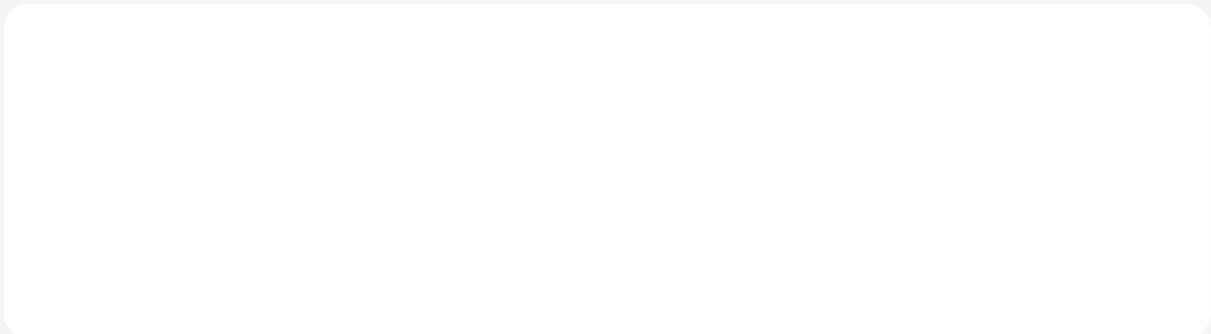
These questions will show you where you are right now, and where to start.

STEP 1

Find one of these – whichever you have – and read it back as if you're the customer/patient

- Your website homepage or about page
- Your Instagram bio
- The first message you send to new enquiries

What did you notice? What was it mostly about?



STEP 2 - THE INSIDE OUT QUESTIONS

Answer these questions honestly.

Does your current one-liner or bio describe what you do — or what the woman you help is going through?

When you list your credentials, have you explained why they matter to her — or just that you have them?

If someone who'd been dismissed read your homepage, would she feel seen? What would make her think: yes, this is for me?

STEP 3 - THE REFRAME

For each thing you noticed in Steps 1 and 2, use this prompt to flip it.

INSTEAD OF

"I am [credential / title / thing you've built]"

TRY

"You don't have to [fear / worry / accept] — I'm here because [what drove you to do this]."

What's one thing in your current communications you want to rewrite? Write the before here.

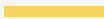
Now write it from the outside in — starting with her, not you.

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.

If that sentence didn't come easily, you're not alone - it's usually the hardest thing to write about your own business.

I work with women's health founders and clinicians on exactly this: getting from a blank page to a positioning that actually lands, and building everything else on top of it.

If you'd like a second pair of eyes on what you've written here, I'd love to hear from you.

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WOMEN'S HEALTH STRATEGIST
