

Liberated Menopause

Brand Positioning & Messaging Guide

Created with heart by Meg Joyce, inKind Design inc. — Because your brand's story needs to be told.

1. Your Brand Essence

Lisa, you are the bold voice that refuses to let menopause be silenced, dismissed, or brushed aside. You don't sugarcoat symptoms. You don't play nice with outdated systems. You bring truth, fire, and clarity to the conversation in a way that demands that people sit up and listen.

And at the same time, you're a kind, warm place for women to land. You are comfort and compassion in human form—the mother who wraps her child in a hug while staring down the bully that made them cry. Women can feel safe, seen, and cared for with you, while also knowing that you'll fight like hell for them when they can't fight for themselves.

Your brand is **brazen, witty, fiery, compassionate, and deeply human**. You balance science with spirit, comfort with confrontation, and education with empowerment.

2. Your Brand Positioning Statement

You are the bold, fearless voice for menopause education and advocacy. You empower women with the truth, offer them a kind and compassionate place to land, and hold institutions accountable so menopause is no longer dismissed, minimized, or silenced.

Your Archetypes

- **The Rebel** – You challenge outdated systems, break taboos, and call out BS.
- **The Sage** – You provide clarity, resources, and real-world tools rooted in science and lived experience.
- **The Nurturer** – You embody compassion, comfort, and safety for women who feel lost and dismissed.
- **The Advocate** – You fight for change, justice, and care for women everywhere.

3. Your Brand Design

Lisa, this is not a soft, delicate brand—and your visual identity reflects that.

The chrysanthemum traditionally represents longevity, rebirth, joy, and loyalty. It's a flower tied to life cycles and transformation. And that matters, because menopause *is* a transformation.

But this isn't a quiet, pretty version of that story.

This flower is explosive. It feels like a firework—like something bursting open. Because that’s what this experience actually is. Not a fading away, but a full-body, full-life unraveling and becoming.

The center of the flower subtly mirrors the female reproductive system—placing the body, the very thing that’s been dismissed and misunderstood, front and center where it belongs.

And there’s duality here that I want you to really hold onto:

This represents both:

the intensity, the disruption, the ripping apart of what was
and
the wild, undeniable beauty of being a woman in a body that changes

You don’t sanitize this experience.

You don’t make it smaller to make it more comfortable.

You show it for what it is—real, powerful, and worthy of being seen.

And at the same time, there’s warmth here. Care. Loyalty. Connection. The part of you that holds women while you fight for them.

So just like your voice, this identity holds both:

fire and comfort
truth and care
intensity and beauty

This isn’t just a logo.

It’s a statement that women—and their experiences—are meant to be taken seriously.

4. Your Voice & Tone

Lisa, your voice is powerful. I never want to hear you reading from a script. Never. Not on social media, not on a stage, not anywhere. You have the rare ability to call out the systems, the dismissals, and the nonsense with fiery conviction—while at the same time offering women a place of safety, compassion, and comfort. Your authentic, off-the-cuff voice is strong, it’s clear, it’s impossible to ignore—and it’s always rooted in love, respect, and the belief that women deserve better. Be direct, be bold, trust your own heart and mind and just SPEAK.

Wherever and whenever you speak, your voice is a mix of:

- Bold, fiery, and brazen
- Witty and sharp, with a bite (when it’s needed)
- Direct and truth-telling, but warm when offering comfort
- Rooted in credibility, but *always* human and relatable

- Protective – you speak *to* women with kindness, and *for* them with ferocity

Example language shifts:

Instead of: “Menopause is often overlooked by medical professionals.”

You’d say: “If your doctor told you to just ‘deal with it,’ you’re not broken—you’re being dismissed. And I’ll fight alongside you until you get the care you deserve.”

Instead of: “Many women experience menopause symptoms.”

You’d say: “If your doctor told you hot flashes and brain fog are just something to ‘deal with,’ it’s time to fire your doctor.”

Instead of: “Menopause is a natural life stage.”

You’d say: “Yes, it’s natural. So is childbirth—and we also don’t expect women to just ‘tough that out’ without support.”

Instead of: “Some treatments may be effective for managing symptoms.”

You’d say: “There are real options out there that work—don’t let anyone tell you otherwise.”

Instead of: “Menopause may cause changes in mood or energy.”

You’d say: “If you’re exhausted, angry, or crying at commercials, it’s not that you’re weak—it’s that your hormones are flipping the script.”

Instead of: “Workplaces should consider supporting employees experiencing menopause.”

You’d say: “If your workplace can’t figure out how to support women in menopause, maybe it’s your workplace that needs a performance review. And here’s how I do that.”

Instead of: “Younger women should be educated about menopause.”

You’d say: “Why wait until you’re blindsided at 45? Every woman deserves to know what’s coming, so she can walk in prepared, supported, and with a kick-ass battle plan.”

Instead of: “Partners may struggle to understand menopause.”

You’d say: “Menopause is a team sport. If your partner doesn’t get it yet, hand them this guide and tell them to get in the game.”

Instead of: “Doctors may not always recognize the signs of menopause.”

You’d say: “If your doctor missed the signs, that’s not your fault. It’s theirs. And it’s time they did better.”

End of Sample Email Meg@InKind-Design.com for access to the full document and to ask questions.