

Lisa Boate, 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 You don't play nice with outdated systems.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- **The Rebel** – You challenge outdated systems, break taboos, and call out BS.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 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."

4. Your Brand Promise

You promise to be both the fire *and* the refuge.

To women experiencing menopause, you are a voice that names the unspoken, exposes the lies, and offers a hand to hold. You promise to speak the words they've been too exhausted, too dismissed, or too afraid to say themselves—while also offering a place of comfort and compassion.

But your promise doesn't stop with individual women. You extend it outward, challenging the systems that have failed women time and time again all over the world. You work with companies, organizations, and government groups to make sure women are not just acknowledged but fully supported. You promise to hold leaders accountable, to push for change where it's overdue, and to make menopause education and resources impossible to minimize or ignore.

Your promise is this:

- **To women**—you will not let them feel alone or silenced.
- **To workplaces**—you will demand policies and environments that respect women's humanity.
- **To healthcare**—you will push for honesty, training, and care that goes beyond bare minimum.
- **To society**—you will pull menopause out of the shadows and into the light where it belongs.

You promise to keep the conversation bold, honest, and unstoppable—until every woman feels both seen and supported.

5. Your Messaging Pillars

- **Bold Truth** - You refuse to let shame, silence, or medical gaslighting continue. You say what others are afraid to say.
"Oh, your doctor looked at your carefully compiled research and told you to stop Googling menopause? No, start Googling to find a new doctor."
- **Comfort & Compassion** - You create a safe, warm, human place for women to land. You're their advocate, their ally, and their champion. Speak as if you're talking to one woman, even when you're not.

“You’re not crazy, you’re not broken, and you’re not alone. I’ve got you.”

- **Power Through Education** - Arm women with knowledge and resources so they can advocate for themselves.

“Your body isn’t betraying you. It’s sending a message. I’ll help you translate it.”

- **Culture Shift** - Menopause is not a “women’s issue”, it’s a workplace issue, a medical issue, and a cultural issue.

“If your workplace can handle maternity leave, it can handle menopause. Don’t tell me it’s too complicated.”

- **Support for Every Stage & Every Body** - You make sure *all* women—and the people around them—get the information they need.

“Menopause doesn’t wait politely for your 45th birthday. It can come early, suddenly, or because of surgery. If no one told you that, they should have. Let’s make sure you, and your support network, know what to look for.”

6. Your Audience Profiles & Messages

- **Women in Menopause (Perimenopause, Menopause, Post-Menopause)**

Who they are: Women in their late 30s–60s navigating hot flashes, brain fog, sleep disruption, mood swings, or a loss of identity. They often feel dismissed by their doctors and unsupported by their families or workplaces.

What they care about: Relief, validation, and being taken seriously. They want to know they’re not broken, alone, or crazy and that there are resources that can actually help.

Message: You are not broken, and you are not alone. The symptoms you’re experiencing are real, valid, and deserve better answers than “it’s just normal.” You deserve comfort, support, and care that actually works. **I see you. I believe you. I will name what’s happening to you, give you resources to help, and fight to make sure your experience is respected in every arena of your life.**

- **Women Facing Surgical Menopause**

Who they are: Women of all ages (sometimes much younger than expected) who’ve had hysterectomies, oophorectomies, or cancer treatments that abruptly trigger menopause. Many had no warning that their symptoms would even count as menopause.

What they care about: Understanding what’s happening in their bodies, finding compassionate support, and reclaiming a sense of control. They care about not being blindsided or isolated.

Message: What you are going through is menopause, even if no one told you that. The sudden changes in your body and emotions aren’t your fault, and you don’t have to navigate them on your own. **I can help you understand what’s happening, connect you to resources, and remind**

you that you are not crazy or overreacting—you are in menopause, and you deserve compassionate care.

- **Younger Women (Pre-Menopause)**

Who they are: Women in their 20s–30s building careers, families, and lives who haven't given menopause a thought yet—or who carry cultural fear/shame around aging.

What they care about: Staying healthy, protecting their futures, and not being blindsided later. They care about honest education that prepares them for reality instead of the myths or avoidance of the past.

Message: You deserve to be educated *now* so you aren't blindsided later. Menopause is not something to dread—it's something to prepare for, with knowledge, tools, and community. **I'll teach you what to expect, break the stigma early, and empower you to approach this stage of life with strength and confidence instead of fear and confusion.**

- **Husbands, Partners & Spouses**

Who they are: Men and women in long-term relationships with someone experiencing menopause. Many are confused, frustrated, or feel pushed away by the changes they don't understand.

What they care about: Protecting their relationship, knowing how to help, and not feeling helpless or blamed.

Message: Menopause isn't just her experience—it's yours, too. You have the opportunity to be a steady, supportive partner instead of another source of frustration. **I'll help you understand what she's going through, what support really looks like, and how you can grow closer instead of drifting apart during this transition.**

- **Caregivers (Family, Friends, Support Systems)**

Who they are: Adult children, siblings, friends, and even colleagues who see a loved one struggling through menopause. Most want to help but don't know how.

What they care about: Being useful, showing up in the right way, and not accidentally making things worse.

Message: Supporting someone through menopause requires empathy, patience, and awareness. It's not about fixing them—it's about standing beside them. **I'll give you the language, knowledge, and perspective to show up with compassion and a kind of help that is *actually* helpful.**

- **Healthcare Professionals**

Who they are: Doctors, nurses, therapists, and specialists. Many were never properly trained in menopause care and feel under-equipped, while others rely on outdated practices that dismiss

women's experiences and needs.

What they care about: Credibility, good patient outcomes, and keeping up with modern medical standards. Some also care about reducing burnout by being better equipped to answer recurring concerns. **It's also important to note that hospitals employ women too... so creating a better culture around menopause benefits both the workplace *and* the medical professionals in it.**

Message: I'll give you the education and perspective to treat menopause with the seriousness it deserves—so you can build trust and transform your patients' experience in your care.

- **Companies & Workplaces**

Who they are: Employers, HR departments, and managers in organizations where women make up a significant portion of the workforce.

What they care about: Retaining talent, reducing burnout/turnover, and creating supportive environments that improve productivity and morale.

Message: Menopause affects your employees, your culture, *and* your bottom line—whether you choose to acknowledge it or not. Supporting women through this transition is both a moral responsibility and a significant business advantage. **I'll help you create policies, cultures, and practices that make work sustainable for women in menopause, reducing burnout and turnover while increasing loyalty and productivity.**

- **Government & Advocacy Groups**

Who they are: Policy makers, health advocates, nonprofits, and public health leaders responsible for shaping legislation and systemic change.

What they care about: Public health, social equity, and improving access to resources for underserved communities. They're motivated by measurable impact and systemic solutions.

Message: Menopause is a public health issue, not a private problem. It demands systemic solutions, funding, and visibility. **It's time to insist on better education, better policy, and better access to care so no woman has to suffer in silence or be dismissed.**

7. Your Services & Sales Channels

Your Services:

Full-Day Corporate/Public Sector Trainings - Full day of 1 hour sessions for various groups within the workplace, with dedicated time for policy consultation.

Support-Group Style Group Coaching - This gets to be your primary way of coaching individuals. Women who need support can find community and lean on each other. Spouses who are struggling to support the women they love can commiserate. You lead, they learn and share their experience, things get better.

Companion Mini-Podcast - A companion mini-podcast that is connected to and an entry-point to get people into the support groups. These get to be bite-sized mini-episodes. 5-10 minutes, max. Have regular segments like “Hot-Flash Hot Take”, “More BS We’re Done With”, “Symptom Spotlight: AKA What the Heck is Happening??!?” , “Man Up to Menopause” or “Don’t be THAT Guy” (for the guys). You can be playful with the titles of these segments and send them out regularly as email blasts with an invite to the support groups. **And I want you to call it “Taking Women Seriously”**

Doctor-Ready Download - Cover the basics that apply to everyone in a handy, easy to consume FREE download. This gets to be an introduction into how you operate, how you advocate, and how they will feel if they hire you for the full Doctor-Ready 1-on-1 Session.

Doctor-Ready 1-on-1 Sessions - This is the kind of 1-on-1 you enjoy. Start by sending the Doctor-Ready Download to cover the basics before the session so you can really get into the meat of what they need in-session.

Brand Deals/Corporate Partnerships - Align with companies offering menopause-support products, sleep tools, supplements, or wellness technologies that are science-backed and actually helpful. **Ask your publicist for help identifying brands and reaching out.**

Public Speaking- Step on more stages—medical conferences, HR summits, women’s leadership events and get *paid* to be there.

Online/Downloadable FREE Resources - One-pagers and guides for every audience (women, spouses, workplaces, doctors, younger women).

Transforming 45 Podcast - This is the AMAZING podcast you already have. It is a TREASURE TROVE of knowledge for someone who has the time to consume it... but not everyone does. Use it as a resource. Have a cache of your greatest-hits episodes. Pull quotes from the episodes to use as marketing. Continue to work on it when it feels fun and use it to get you more and more speaking engagements.... outside of that, focus on the things where YOU are the speaker. YOU are the focus. Not interviewing someone else for their expertise, using YOUR expertise.

Your Sales Channels: (AKA how people find you and become customers)

- **Women in Menopause (Perimenopause, Menopause, Post-Menopause)**

How they find you: They find your podcast, your social media, hear you speak, or they have a friend who tells them about you. They get hooked through free resources like guides or checklists and feel supported and seen. **Always encourage women to share your resources and your name with other women in their lives.**

How they become customers: They hear you talk about symptoms that feel too familiar and instantly feel seen. They start by downloading a resource, listening to the podcast, and eventually join a support group or sign up for Doctor-Ready 1-on-1 coaching for deeper support.

- **Women Facing Surgical Menopause**

How they find you: In online health forums, support groups for cancer survivors or hysterectomy patients, and through SEO-driven content that speaks directly to “surgical menopause” (since they’re Googling for answers).

How they become customers: They stumble on your podcast, downloads, or social media channels explaining surgical menopause and realize someone finally “gets it.” They share it with others in their community and follow you for consistent validation and resources. They sign up for a support group or Doctor Ready 1-on-1.

- **Younger Women (Pre-Menopause)**

How they find you: On Instagram, TikTok, or LinkedIn where you position menopause as part of the bigger conversation around women’s health and life-sustainability. They may also connect through corporate workshops and speaking engagements.

How they become customers: They first engage out of curiosity (“this will be me someday”), then they share your content with friends. They follow your social channels for education and may buy early-prep guides, attend webinars, or invite you to speak at professional groups.

- **Husbands, Partners & Spouses**

How they find you: Through your mini-podcast and mens’ corner on the website, social media snippets addressing “men, listen up,” and through resources their wives/partners forward to them.

How they become customers: They usually come in through someone else—a partner shares an episode, a workplace seminar includes them, or they see you mentioned in an article. Once they understand your voice and that you’re there to support, not judge, they sign up for the mens’ support group to learn how to support their spouse AND get validation from people in the same boat as them.

- **Caregivers (Family, Friends, Support Systems)**

How they find you: At community events, summits, and work seminars, through podcasts or articles shared by the women they’re supporting, and via downloadable “how to support someone in menopause” guides.

How they become customers: They are pulled in by someone else’s need, then stay connected by following your podcast or guides so they can keep being a more compassionate support system. These aren’t as likely to sign up for any paid services, but having resources available to them helps them to support your primary customers, women in and around menopause.

- **Healthcare Professionals**

How they find you: At medical conferences, through LinkedIn thought leadership posts, in professional publications, or via partnerships with medical associations. They may also discover

you when patients bring your resources to appointments. Include a note in every Doctor-Ready info packet inviting the doctor to connect with you directly.

How they become customers: They consume your professional training resources, invite you to speak at events, or bring you in as a consultant to shape better patient communication and support. **Ask your publicist for support in getting in front of more healthcare organizations as a potential expert/keynote speaker.**

- **Companies & Workplaces**

How they find you: Through diversity initiatives, HR groups, LinkedIn content, keynote talks, or networking within industries where menopause is emerging as a workplace issue (education, healthcare, public service, etc.). It's important that they can find you, and MORE important for you to find them. Get in front of them and make them listen to you.

How they become customers: They reach out for corporate training, policy consulting, or custom seminars. Once they see your impact, they may invite you for ongoing partnerships or brand collaborations. **Ask your publicist for support in getting in front of more private sector companies.**

Optional idea.... you could create a space where women can nominate their workplace for an audit of some kind. The company may not like you for it, but they will benefit from it in the long run and the women in the company will be grateful. It doesn't have to be flashy or super public, but companies don't know what they don't know and creating policy around menopause could be something that they are up for, but just haven't thought of.

- **Government & Advocacy Groups**

How they find you: At public health forums, women's advocacy groups, policy roundtables, and through media coverage of your podcast or speaking engagements.

How they become consumers: They see you as a credible advocate and bring you in to advise, testify, or collaborate on campaigns. Your materials and research-backed advocacy resources become tools for their own policy work.

8. Taglines / Rallying Cries for Your Brand

For Women in Menopause

- "You're not losing yourself — you're finding your fire."
- "This isn't the end of the story, it's the start of your power chapter."
- "Your symptoms aren't 'just in your head' — and I won't let anyone tell you otherwise."

- “Your body isn’t betraying you — it’s speaking up.”
- “You are stronger, wiser, and fiercer than the world gives you credit for.”

For Younger Women (preparing & preventing the shock factor)

- “I wish someone had told me sooner — so I’m telling you now.”
- “Knowing the truth today means standing stronger tomorrow.”
- “Let’s stop pretending menopause sneaks up out of nowhere — you get to be ready.”
- “I don’t know if anyone told you, but this is coming. And you get to be prepared for it.”
- “Little sister, it’s coming. And I you *do not* have to go through it alone.”

For Men / Partners

- “You don’t have to fix this for her. Stand beside her and be there when she needs you.”
- “She doesn’t need a hero — she needs a teammate.”
- “Listen up, steady yourself, and stand by her side.”
- “If/Because you love her, this is how you show up.”
- “She doesn’t need saving — she needs you beside her.”

For Medical Professionals

- “If you’re not trained in menopause, you’re missing half the population.”
- “If you’re not educated in menopause, you’re under-serving women.”
- “Start by listening — then actually treat the woman in front of you.”
- “It’s time to stop dismissing symptoms and refocus on changing lives.”
- “Menopause isn’t a mystery or a myth, so don’t treat it like it’s being made up.”

For Organizations / Employers

- “When you support women, your whole workplace gets stronger.”
- “Menopause is not a taboo—it’s a workforce reality.”
- “How would it feel to lose half of your workforce? Because that could be where you’re headed.”
- “Strong women build strong companies — but only if you support them.”
- “If you want loyalty, prove you value women through every stage of life.”

For Government & Policy Makers

- “If you’re not talking about it, you’re part of the problem.”
- “When women thrive, communities thrive.”
- “Menopause is not niche — it’s half the population and it needs to be a public health priority.”
- “Communities thrive when midlife women are supported.”
- “Better systems for women mean stronger families, and stronger economies.”

9. Brand Summary

Lisa, here's the truth: **you are the voice women have been waiting for.** You are the fire that refuses to burn out or let menopause be silenced, dismissed, or brushed off. You are the refuge women can land in when their world and their body feel cruel and confusing. You see them. You hear them. You fight for them, even when they don't know what's actually happening. You call out the things that have been ignored or overlooked for too long and you DO something about it.

Your brand is YOU: bold, fearless, witty, compassionate, and impossible to ignore. You take the science seriously, but you never forget the human behind the symptoms. **You don't just educate—you arm women, partners, caregivers, workplaces, and healthcare systems with the tools and courage to do better. You demand accountability, push for change, and refuse to let anyone minimize what women experience.**

At its core, your mission is powerful: **to pull menopause out of the shadows, give women the tools they deserve, and force systems to do better**—and to do it with passion, heart, and uncompromising clarity. **You are not here to tiptoe. You are here to challenge the world as it is and change the conversation.**