STEM-HER
Empowering Women in STEM

Communications

06 / Explain the work so someone can respond

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Plan for 60 minutes

1

Why are we talking to anyone?

18 min

2

Choose a message and a tool

14 min

3

Try the message on someone

15 min

4

Plan the first outreach test

13 min

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IT IS NEARLY CLOSING TIME

A bag of pastries for €3. Pick up today.

Would you stop by on your way home? What would you need to know first?

Think for 20 seconds

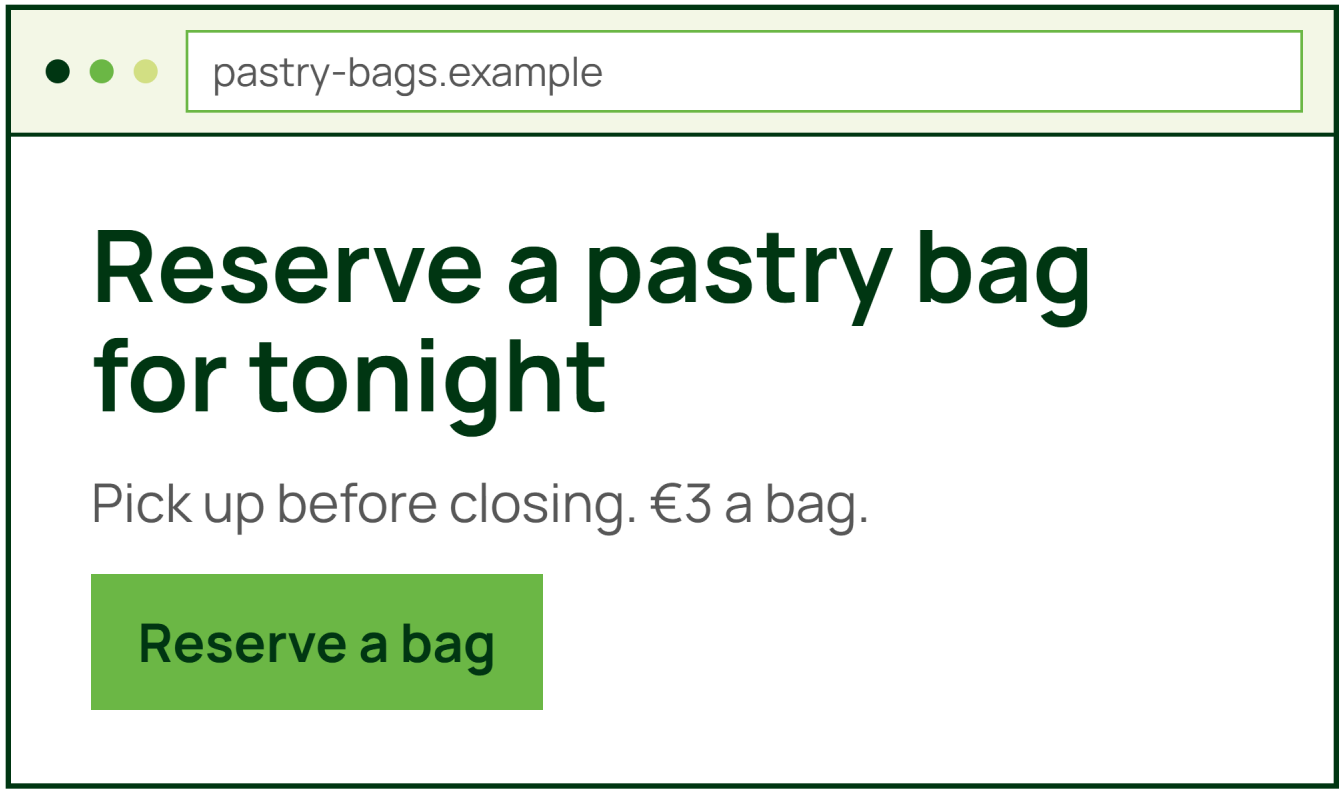


Fictional offer. Photo: Greenville Daily Photo (CC0), Wikimedia Commons.

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What do we need to find out?



BEFORE BUILDING MORE

Would anyone nearby change their evening plans to pick up a bag?

A concept page for the fictional bakery. No live service behind it.

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What for? Who can help? What should they do?

WHAT FOR?	Find out whether anyone nearby would change their evening plans to pick up a bag.
WHO CAN HELP?	A shopper who already walks past the bakery, and the owner who can invite a few regulars.
WHAT SHOULD THEY DO?	Walk us through how they decide where to stop after work, in a short conversation.

Marketing and communications

MARKETING

Helps a team decide whom to serve, what they need and how to reach them.

COMMUNICATIONS

Is how we explain the idea and invite a response.

Names for what the bakery team just did.

The goal changes as we learn

DISCOVERY

THE TEAM NEEDS

To understand whether people nearby would collect a discounted bag

A TOOL THAT FITS

Short interviews with bakery regulars

WHAT TO LOOK FOR

What makes a stop convenient or inconvenient

VALIDATION

THE TEAM NEEDS

To see whether the offer works for customers and the bakery

A TOOL THAT FITS

Invite customers to reserve bags for one evening at one bakery

WHAT TO LOOK FOR

Reservations, actual pickups and staff effort

GROWTH

THE TEAM NEEDS

To reach more customers once pickup works consistently

A TOOL THAT FITS

Test one channel, such as a neighbourhood newsletter

WHAT TO LOOK FOR

Completed pickups from that channel

Who could help you this week?



A shopper

Decides whether to stop by on the way home.



The bakery owner

Decides whether staff have time to prepare bags.

FOR YOUR OWN IDEA

Answer the three questions: what do I need to find out, who can help, what should they do next?

A neighbourhood bakery



The shop

Where regulars stop on the way home.



The display case

What is offered during the day.



On the counter

What may be left at closing.

Photos: W.carter (CC BY-SA 4.0), PattayaPatrol (CC BY-SA 4.0). Wikimedia Commons.

Choose a message and a tool

Purpose, openings and the words we can stand behind.

Why, how, what

WHY THE PROJECT EXISTS	We want more good food to be eaten while it is still fresh.
HOW WE APPROACH IT	We help local bakeries offer leftover pastries at a discount for pickup before closing.
WHAT WE ARE BUILDING	A simple page where neighbours can reserve a bag.

Golden Circle by Simon Sinek, as presented by Anastasiia Liubiashcheva. The goal of one conversation is smaller than the project's purpose.

One tool, two audiences

TO A SHOPPER

"We're testing a way to reserve discounted pastries for pickup near closing time."

TO THE BAKERY OWNER

"We're exploring whether pre-orders could help you sell what's left before you close."

ASK THE ROOM

What changes for each person?

Four parts of a clear sentence

WHO

People who shop near the bakery

SITUATION

Pastries are left at closing time

OUTCOME

We are testing whether they would collect a discounted bag

SOLUTION

A page to reserve the bag

PUT TOGETHER

We are testing whether neighbours would collect a discounted bag of pastries that they reserve on a simple page before closing.

Which opening can a listener repeat?

“We’re building a smart food-waste platform.”

WHO IS IT FOR	Unclear
WHAT IT DOES	Unclear
STAGE	Sounds finished

“We’re testing a way to reserve discounted pastries for pickup near closing time.”

WHO IS IT FOR	Neighbours
WHAT IT DOES	Reserve a bag
STAGE	Testing

How short can you make it?

7 words	Reserve discounted pastries before the bakery closes.
10 words	Reserve discounted pastries from a nearby bakery before closing time.
One sentence	We are testing a way to reserve discounted pastries from a nearby bakery before it closes.
Three sentences	Bakeries sometimes have pastries left at closing. We are exploring a way to reserve a discounted bag for pickup. We have a mock reservation page and want to know when pickup would fit people's routines.

What can we say today?

A CLAIM

"Our service reduces bakery waste."

What evidence would the team need?

FACT

"We have a mock-up of the reservation page."

HYPOTHESIS

"Some nearby shoppers may reserve a bag and collect it before closing."

PLAN

"We'll speak with shoppers about when they can pick up and what they need to know before reserving."

One message, one request

MESSAGE

Hi [Name], we are exploring a service for people who shop at bakeries in this neighbourhood. The idea is to reserve a discounted bag of pastries for pickup near closing time. Would you have 15 minutes next week to tell us how you decide where to stop on your way home?

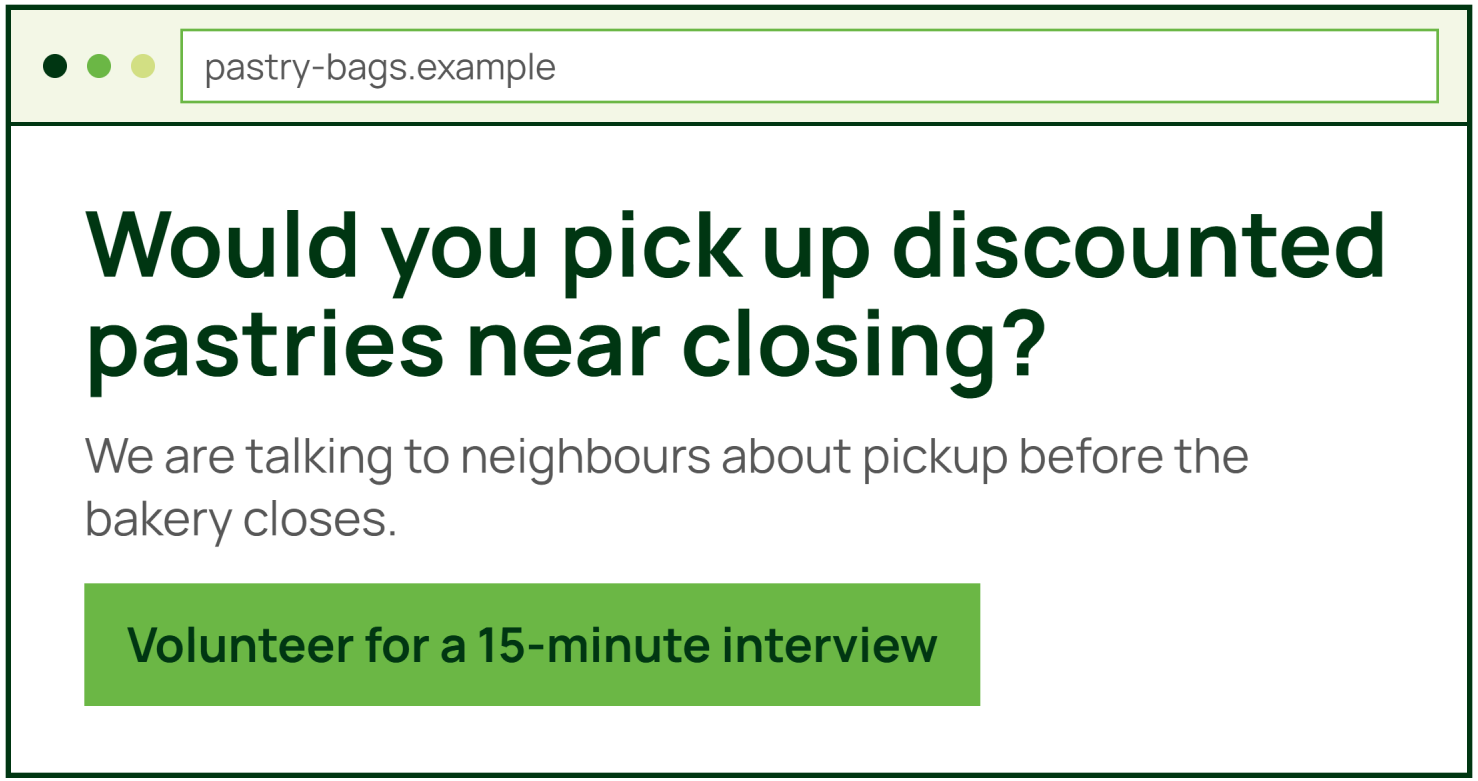
1. **Who you are and the idea**
2. **Why this person**
3. **One ask**
4. **Small effort and a time**

Keep one request per message. A request to a bakery owner can ask how the shop handles unsold pastries.

Try the message on someone

Five seconds, a draft and a check.

Five seconds



LOOK FOR FIVE SECONDS

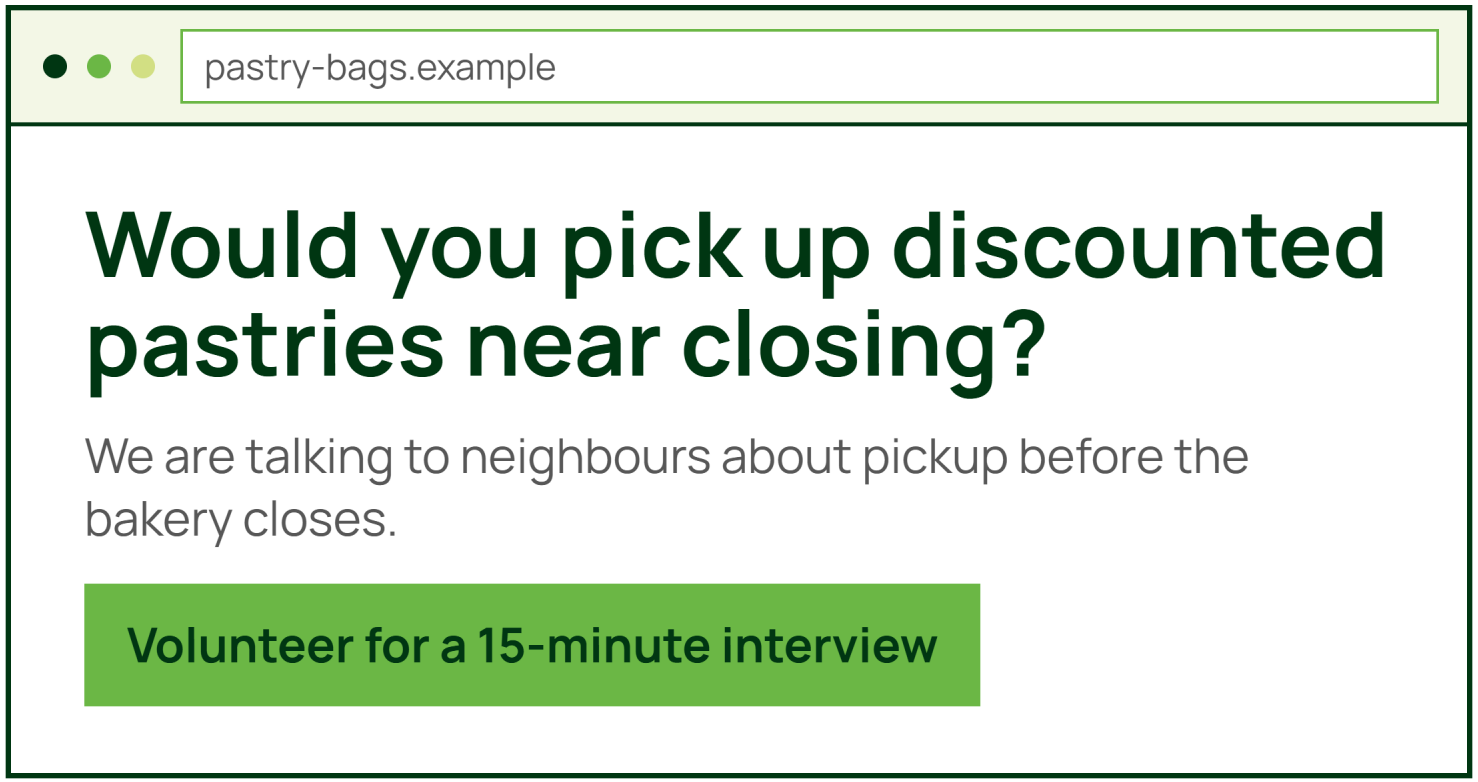
Then the page disappears.

A concept page for the fictional bakery project.

WITHOUT LOOKING BACK

What was it? Who was it for? What did you notice first?

Did the first screen do its job?



1. A readable headline
2. Who it is for and what the team tests
3. One visible link
4. One point of emphasis

Where would a reader click? Page checklist adapted from the Communications on a Minimum Budget training.

Write one sentence and one ask

ONE SENTENCE

_____

ONE ASK

_____

A QUIET MINUTE

Draft both for your own idea or for the bakery. Then two people share in chat or aloud.

Hear it back

A DRAFT

"We're testing a way to reserve discounted pastries from a nearby bakery before it closes. Could you spare 15 minutes next week?"

WHAT IS THE READER BEING ASKED TO DO?

Type it in the chat. Then one sentence is revised.

Listener questions: What is it? Who is it for? What am I being asked to do?

Plan a small test

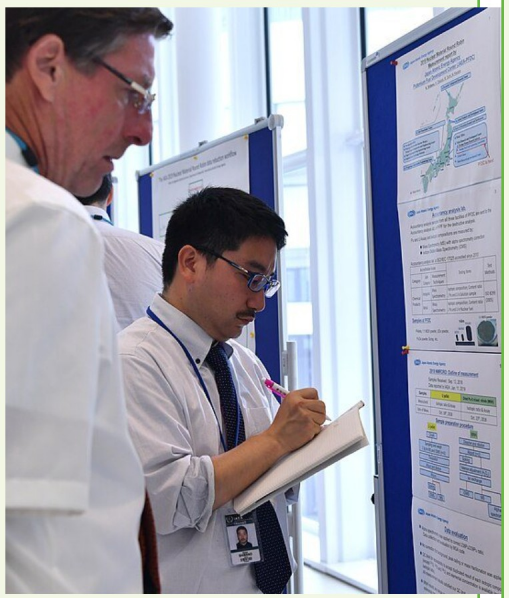
One channel, one response to look for, one next decision.

Where early conversations happen



Explaining at a poster

A listener asks what it is and who it is for.



Writing it down

A clear first sentence is easier to note.



A conversation in the open

A short opening starts the talk.



Strangers at one table

One line of context helps people join.

Photos: IAEA Imagebank (CC BY 2.0), Gabriela Halajová (CC BY 4.0). Wikimedia Commons.

What would you do with these replies?

NO REPLIES

Check who it reached

Did the message reach people who shop nearby? Then revisit the opening or the channel.

REPLIES WITHOUT BOOKINGS

Check the request

Did people understand it? If scheduling is the barrier, offer two times.

SOMEONE BOOKS

Ask about the last stop

Ask about the last time they stopped at a bakery on the way home and note what made it easy or difficult.

Five bakery regulars invited through one bakery. Keep conclusions provisional.

What counts as a response?

“Sounds interesting”
A reaction. It shows no next step.

A question
Interest in the details.

Books a short call
Willingness to talk.

Describes the last stop
A walk through how they decide.

Record the response and choose the next question.

Pick one channel to try



A neighbourhood newsletter

Where neighbours already read local news.



A flyer at the bakery counter

Where regulars already stand.



A local group chat

Where neighbours ask for tips.



A message through the bakery

Where the owner has the contacts.

CHOOSE BY

Where does the reader already look? Track relevant replies and completed pickups.

After a useful conversation

ASK FOR ONE INTRODUCTION

"Is there someone else who shops here that I could ask? If you're comfortable introducing us, I can send a short note to forward."

WHY IT WORKS

It is a separate ask, easy to say yes to, and the reader keeps control.

Model a warm introduction as a follow-up, after the first request.

Plan one week of outreach

PERSON

Who you approach

CHANNEL

Where

THE ASK

What you ask

THE RESPONSE

What you will do with it

AN EXAMPLE LINE

Five regulars, through the bakery, a 15-minute talk about the last stop on the way home. After three talks, revise the message.

The same steps for the booking tool

WHAT FOR?	**Find out whether students would plan around an end-time display.**
WHO CAN HELP?	**Students who share the printer, and the lab manager.**
WHAT NEXT?	**A 15-minute walk through the last time a student waited, or a 20-minute review of the booking rules.**

ONE SENTENCE

We are testing whether a booking tool with a display on the equipment helps students who share lab equipment avoid double bookings.

Worksheet 06, after the session

4 min

One sentence and its lengths

Ten words, one sentence and three sentences.

4 min

One ask for one reader

A short request with a reason and a time.

4 min

A one-week outreach plan

Person, channel, ask and what you do with the response.

Output: one clear sentence, one request and a plan for the response. Use your own idea, the bakery or the booking tool.

Five things to take away

1. Name what you need to find out before you write.
2. Choose who can help and what they should do next.
3. Say what you know, what you expect and what you plan.
4. Show the reader one next step on the first screen.
5. Ask one person for one small thing and decide what you will do with the answer.

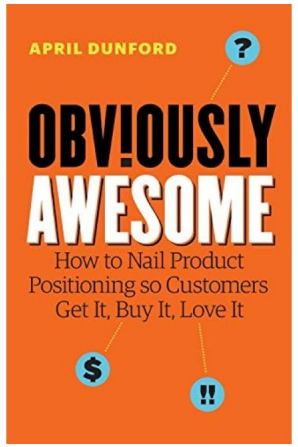
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What will you do next?

WHAT DO WE NEED TO ACHIEVE?	One thing to find out.
WHO CAN HELP?	One person to ask.
WHAT SHOULD THEY DO NEXT?	One small, specific action.

Questions?

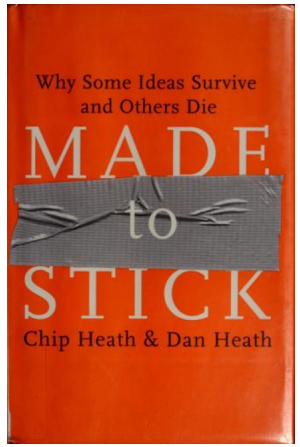
Books worth reading



Obviously Awesome

April Dunford

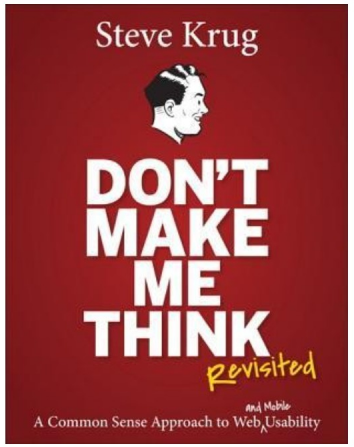
How to position a product so people get it.



Made to Stick

Chip Heath, Dan Heath

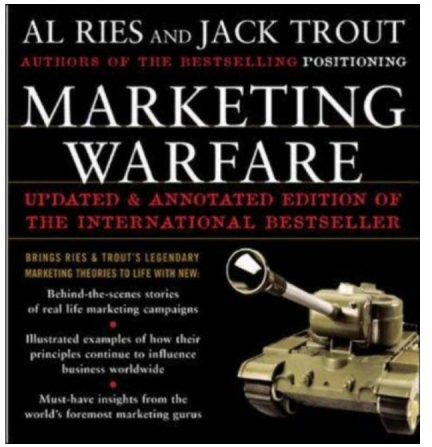
Why some ideas are remembered and others fade.



Don't Make Me Think

Steve Krug

A common-sense guide to first screens and usability.



Marketing Warfare

Al Ries, Jack Trout

Positioning as a contest for a place in the customer's mind. In Ukrainian: «Маркетингові війни».

Cover images: Open Library. Covers belong to their publishers.

Also worth a look

1 **April Dunford · Positioning and Competition**
Article. Use the existing workaround as the point of comparison.

2 **Michael Seibel · How to Pitch Your Company**
Y Combinator blog. A plain-language opening.

3 **Paul Graham · Do Things that Don't Scale**
Essay. Helping the first users one by one.

4 **sTARTUp Day · Marelle Ellen's growth keynote**
Recap. Choosing one channel and the profile as a landing page.

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Thank you!

Any questions? You can reach out to

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