

# Persona 1: HR / People Leaders

*The person who owns employee experience, benefits ROI, and talent retention. They live in a world of 'how do I prove this works' and 'how do I get leadership buy-in.'*

## 1. The Afternoon Disappearance

**Strategy:** Make them confront a pattern they see daily but haven't quantified

**Thesis:** Every HR leader has noticed the post-lunch energy drop. This makes it feel like a solvable, measurable problem.

**Shorter:**

*Hi {{first\_name}}, If you tracked your team's actual output quality between 2-5 PM vs. morning hours, what would the gap look like?*

*I'm building something with Bryan Johnson's physician that eliminates that gap. Would love your take on whether this resonates with what you see at {{company}}.*

*OR CTA:*

*Honestly curious, does it track with what you see at {{company}}?*

**FOLLOW-UP 1 (3-5 days later):**

*{{first\_name}}, is the afternoon slump actually a visible issue at {{company name}}, or is your team the very rare exception?*

*OR*

*do you see your employees feeling off and heavy in the afternoon, or is your team the very rare exception?*

**FOLLOW-UP 2 (7 days later):**

*{{first\_name}}, I'm just trying to validate the hypothesis behind my new company (building with Bryan Johnson's physician). Could you spare 1 minute to respond?*

**FOLLOW-UP 3 (3-5 days later):**

*{{first\_name}}, promise, it's my last message! I assume your team doesn't have a problem with the energy drop in the afternoon. So, what is the #1 people challenge on your radar right now? I really want to solve the right problems, so any hint would be gold.*

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## 2. The Benefits Low utilisation

**Strategy:** Challenge the ROI of their existing wellness investments - hit them where budget decisions live

**Why it works:** This is the question that keeps People/HR leaders up at night. They KNOW utilization is low. You're naming the elephant in the room.

*{{first\_name}}, what's the actual utilization rate of your wellness benefits right now? I ask because I'm building a solution (with Bryan Johnson's physician) that aims to solve the utilization problem by design. It fit so seamlessly into the natural rhythm of the workday that usage*

*becomes effortless for the team.*

*Do you see your team struggling to stay consistent with the benefits, or am I overthinking this?*

**FOLLOW-UP 1 (5-7 days later):**

*{{first\_name}}, is low engagement with benefits a visible issue at {{company}}, or is your team the very rare exception?*

**FOLLOW-UP 2 (3-5 days later):**

*{{first\_name}}, just one data point from BJ Fogg (Stanford): environmental design drives 25-47% higher engagement vs. asking people to sign up for something. That's the core of what we do, we remove the friction. Worth 10 min?*

**FOLLOW-UP 3 (3-5 days later):**

*{{first\_name}}, promise, it's my last message! I assume your team uses their benefits daily, and roi is solid.*

*If that's the case, what is the #1 challenge regarding your benefits strategy right now?*

*I really want to solve the right problems, so any hint would be gold.*

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### 3. Productive Hours ver 1

**Strategy:** Competence gap, you are afraid that your ceo can ask about metric you don't know

**Why it works:** HR is under constant pressure to prove ROI. Offering them a metric they can actually report is catnip.

*{{first\_name}}, If your CEO {{CEO\_name}} asked you tomorrow: "How many productive hours does our average employee get per day?" - could you answer that?*

*Most People leaders I talk to say they honestly can't. And it might be the single most valuable metric nobody's tracking.*

*I mention this because I'm building a solution with Bryan Johnson's physician) designed specifically to increase productive hours by 30-50% (just by supporting their health!).*

*Is this a blind spot at {{company}} as well, or do you actually track this?*

**FOLLOW-UP 1 (3-5 days later):**

*{{first\_name}}, I'm wondering, can productivity really be a priority for companies if most of them don't even track it? Am I off base here?*

**FOLLOW-UP 2 (7 days later):**

*{{first\_name}}, I'm just trying to validate the hypothesis behind my new company (building with Bryan Johnson's physician). Could you spare 1 minute to respond?*

*is getting enough deep work out of the day a real challenge for your people, or am I overthinking this?*

**FOLLOW-UP 3 (3-5 days later):**

*{{first\_name}}, promise, it's my last message!*

*I assume your team gets plenty of deep work hours daily. So, what is the #1 people challenge on your radar right now?*

*I really want to solve the right problems, so any hint would be gold.*

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## 4. Productive hours ver. 2

*{{first\_name}}, have you ever tried tracking actual productive hours per person at {{company}}? like, real deep work hours, not just "time at desk."*

*most teams I talk to land around 2.5-3 hours. I'm working with Bryan Johnson's doc on pushing that to 4-5 by fixing the biology underneath.*

*is getting enough deep work out of the day a real challenge for your people, or am I overthinking this?*

### FOLLOW-UP 1 (3-5 days later):

*{{first\_name}}, I'm wondering, can productivity really be a priority for companies if most of them don't even track it? Am I off base here?*

### FOLLOW-UP 2 (7 days later):

*{{first\_name}}, I'm just trying to validate the hypothesis behind my new company (building with Bryan Johnson's physician). Could you spare 1 minute to respond?*

### FOLLOW-UP 3 (3-5 days later):

*{{first\_name}}, promise, it's my last message! I assume your team gets plenty of deep work hours daily. So, what is the #1 people challenge on your radar right now?  
I really want to solve the right problems, any hint would be gold.*

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## Persona 2: Founders / CEOs

*The person who thinks in competitive advantages, unit economics, and compound effects. They respond to novel framing, peer curiosity, and anything that sounds like 'more output from the same team.'*

### 1. Productive hours ver. 2

*{{first\_name}}, have you ever tried tracking actual productive hours per person at {{company}}? like, real deep work hours, not just "time at desk."*

*most teams I talk to land around 2.5-3 hours. I'm working with Bryan Johnson's doc on pushing that to 4-5 by fixing the biology underneath.*

*is getting enough deep work out of the day a real challenge for your people, or am I overthinking this?*

### FOLLOW-UP 1 (3-5 days later):

*{{first\_name}}, I'm wondering, can productivity really be a priority for companies if most of them don't even track it? Am I off base here?*

**FOLLOW-UP 2 (7 days later):**

*{{first\_name}}, I'm just trying to validate the hypothesis behind my new company (building with Bryan Johnson's physician). Could you spare 1 minute to respond?*

**FOLLOW-UP 3 (3-5 days later):**

*{{first\_name}}, if deep work hours are not an issue, so what is the #1 people challenge on your radar right now?*

*I really want to solve the right problems, any hint would be gold.*

## **2. Are you using any health protocols?**

*{{first\_name}}, are you using any health protocols to boost your performance (supplements, wearables, etc.)? launching a new company working with Bryan Johnson doctor and genuinely curious what fuels founders behind top companies.*

**FOLLOW-UP 1 (3-5 days later):**

*{{first\_name}}, really just want to ask you 2 questions:  
1) which health stack helps you to perform as a CEO?  
2) how about your team?*

**FOLLOW-UP 2 (7 days later):**

*{{first\_name}}, how you maintain such high performance for so many years?*

**FOLLOW-UP 3 (3-5 days later):**

*{{first\_name}}, just trying to validate the hypothesis behind my new company, would you find 1 minute to respond?*

## **3. Personalised - what fuels founders?**

*{{first\_name}}, what are the performance hacks that helped you <raise \$73M and get from 2 to 40 enterprise customers>? launching a new company working with Bryan Johnson doc and genuinely curious what fuels founders behind top companies*

**FOLLOW-UP 1 (3-5 days later):**

*{{first\_name}}, really just want to ask you 2 questions:  
1) which health stack helps you to perform as a CEO?  
2) how about your team?*

**FOLLOW-UP 2 (7 days later):**

*{{first\_name}}, how you maintain such high performance for so many years?*

**FOLLOW-UP 3 (3-5 days later):**

*{{first\_name}}, just trying to validate the hypothesis behind my new company, would you find 1 minute to respond?*

## Personalisation examples:

**Manik Suri** | Founder and CEO | GlacierGrid <https://www.linkedin.com/in/maniksuri>

*Manik, you're from a family of doctors, so what are the key health strategies that helped you scale GlacierGrid? I'm launching a new company with Bryan Johnson's doc, and would love to hear how you deal with rapid growth and so many public speaking gigs*

**Sharath Narayana** | CEO & Co-Founder | Sanas <https://www.linkedin.com/in/sharathkishan>

*Sharath, which health protocols helped you get to \$50M ARR without burning out? Nice watch btw :)*

**Curtis Tan** | Co-Founder & COO | Reevo <https://www.linkedin.com/in/curtistan88>

*what are the performance hacks that helped you raise \$80M? I'm launching a new company working with Bryan Johnson doc and genuinely curious what fuels founders behind top companies*

## 4. How many deep focus hours?

*{{first\_name}}, how much actual deep focus time do your engineers get per day? Most teams: 3 hours, maybe 4.*

*We're building a solution with Bryan Johnson physician to help high-performing teams get to 6+ hours. would you find a slot next week to talk?*

### NEW

*just one yes/no question: If you could improve your team's afternoon energy and focus, would that interest you?*

*(Building this with Bryan Johnson's physician. A 'yes' gets you a dec. A 'no' gets you peace. Either way, thanks.)*

### FOLLOW-UP 1 (3-5 days later):

*Can productivity really be a priority for companies if most of them don't even track it? Am I off base here?*

### FOLLOW-UP 2 (7 days later):

*{{first\_name}}, if the silent loss of productive hours is not an issue, not an issue, so what is the #1 people challenge on your radar right now?*

*I really want to solve the right problems, any hint would be gold.*

### FOLLOW-UP 3 (3-5 days later):

*{{first\_name}}, I'm just trying to validate the hypothesis behind my new company (building with Bryan Johnson's physician). Could you spare 1 minute to respond?*

## 5. More output ver 1

*{{first\_name}}, do you think it's possible to get more output from your current team without adding headcount? because we're doing exactly that. working with Bryan Johnson's doc on fixing the biological bottlenecks that silently kill productive hours.  
crazy talk or worth a conversation?*

### FOLLOW-UP 1 (3-5 days later):

*Can productivity really be a priority for companies if most of them don't even track it? Am I off base here?*

### FOLLOW-UP 2 (7 days later):

*{{first\_name}}, if deep work hours are not an issue, so what is the #1 people challenge on your radar right now?  
I really want to solve the right problems, any hint would be gold.*

### FOLLOW-UP 3 (3-5 days later):

*{{first\_name}}, I'm just trying to validate the hypothesis behind my new company (building with Bryan Johnson's physician). Could you spare 1 minute to respond?*

## 6. More output ver 2

*{{first\_name}}, what if you could get more output from your current team without adding headcount?? not by grinding harder. by fixing the energy crashes and nutrient gaps that are silently killing 2-3 productive hours per person per day.  
building this with Bryan Johnson's physician. am I onto something or totally off?*

### FOLLOW-UP 1 (3-5 days later):

*funny thing - everyone says productivity matters, but almost no one actually tracks productive hours per person. like, the real number. do you?*

### FOLLOW-UP 2 (7 days later):

*{{first\_name}}, if the loss of productive hours is not an issue, so what is the #1 people challenge on your radar right now?  
I really want to solve the right problems, any hint would be gold.*

### FOLLOW-UP 3 (3-5 days later):

*{{first\_name}}, I'm just trying to validate the hypothesis behind my new company (building with Bryan Johnson's physician). Could you spare 1 minute to respond?*

# Persona 3: Chief of Staff

*The person who sees every friction point in the company and is trusted to fix them. They are pattern-matchers, operators, and the CEO's strategic right hand.*

## 1. Fellow Chief of Staff

*{{first\_name}}, I spent 2 years as a Chief of Staff, so I know the intensity. Do you rely on any specific health stack (wearables, supplements, etc) to keep up?*

*I'm launching a new company with Bryan Johnson's doctor and am curious how you sustain the pace at a rocketship*

### **FOLLOW-UP 1 (3-5 days later):**

*{{first\_name}}, what are your top 3 hacks that help you maintain such high performance?*

### **FOLLOW-UP 2 (7 days later):**

*{{first\_name}}, when you think about your team 's momentum and capacity, does health ever factor in?*

## 2. Workload

*{{first\_name}}, let's be real, at {{company}}'s pace, you can optimize processes all day, but you can't actually reduce the intensity. The work just needs to get done.*

*So the only lever left is the team's biological capacity to handle it (energy, focus, resilience).*

*That's exactly the infrastructure I'm building with Bryan Johnson's physician.*

*am I onto something or totally off?*

### **FOLLOW-UP 1 (3-5 days later):**

*{{first\_name}}, you can't tell people to "take care of themselves" when the workload is what it is. so we designed health into the workday instead. zero extra effort required. crazy talk or worth a conversation?*

### **FOLLOW-UP 2 (7 days later):**

*just trying to validate the hypothesis behind my new company, would you find 1 minute to respond? when you think about team momentum and capacity, does health ever factor in?*

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## 3. Health compromise

*{{first\_name}}, I spent 2 years as a Chief of Staff, so I know the intensity. When things move this fast, health is usually the first compromise people make. Is that something you see at {{company}}?*

*I'm working with Bryan Johnson's physician on a solution that helps teams keep up physically to match their ambition.  
crazy talk or worth a conversation?*

**FOLLOW-UP 1 (3-5 days later):**

*{{first\_name}}, does your team's energy and focus hold up throughout the day, or do you see it falling off in the afternoon?*

**FOLLOW-UP 2 (7 days later):**

*is any health or performance-related initiative on the radar for {{company}} this year? by fixing the basics - energy, focus, sleep - teams are seeing 30-60% more productive hours. Worth a look?*

**FOLLOW-UP 3 (3-5 days later):**

*what if you could increase the team's capacity without adding headcount? just trying to validate the hypothesis behind my new company, would you find 1 minute to respond?*

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## NEW IDEAS personalisation - wysłane

### Category G: Chief of Staff - Personalized Engagement

**Target Persona:** Chiefs of Staff

**Messages Sent:** 2

Same Chief of Staff angle but with deeper company-specific personalization. References the specific company's pace, culture keywords, or public messaging to feel more tailored.

**Hook Pattern:** *Company-specific reference → 'you build systems for performance, I build what keeps people performing'*

**Nao Otsubo** | Chief Of Staff | MODE

<https://www.linkedin.com/in/naootsubo>

*Hi Nao! You build systems for performance. I'm building what keeps people performing. Curious - when you think about team momentum and capacity, does health ever factor in?*

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**Keith Williams** | Chief of Staff | Dyna Robotics

<https://www.linkedin.com/in/keithwil>

*Hey Keith! What keeps the team's capacity up at Dyna? That "relentless urgency" pace sounds intense!*



*I'm working with Bryan Johnson's physician on performance infrastructure for ambitious teams, that basically automates healthy choices so people have more fuel to go even harder. Open to chat next week?*

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## Category H: Benefits Compliment / Workplace Health Upgrade

**Target Persona:** HR Leaders, People Ops, Office Managers, Employee Experience

**Messages Sent:** 6

Opens with a genuine compliment about the company's existing benefits (often citing specific perks from public data). Positions MOD Health as the next evolution of what they're already doing. Uses phrases like 'biological support,' 'rocket fuel,' and 'designed into the workday.'

**Hook Pattern:** *Specific benefits/culture compliment → 'I'm building what amplifies this' → 'is healthier office on your radar?'*

**Terra Garcia** | Sr. Executive Assistant & HR Business Partner | Prolific Machines

<https://www.linkedin.com/in/terra-garcia-103b011>

*Hey Terra! Love Prolific's approach to benefits - it feels like you care a lot about your people's wellbeing.*

*I'm obsessed with making workplaces healthier. Curious what's working and what's still missing? Always looking for perspective from people who think about this stuff daily. Would love to hear your thoughts!*

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**Elizabeth Gomes** | (Chalk team) | Chalk

<https://www.linkedin.com/in/elizabethgomes->

*Hi Elizabeth, I smiled when I saw Chalk's benefit: "Office fully-stocked... to fuel your work day." As soon as I read that, I knew I had to connect, you're clearly treating office culture as a performance driver!*

*I'm working on a project that takes that "fuel" to the next level - moving from just calories to actual biological support. Essentially, we build infrastructure that automates healthy choices so the team has real rocket fuel to match their ambition.*

*Are you open to ideas on how to upgrade that office energy?*

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**Akshaja Manoharan** | Founding HR | Building Team & Culture | Sundial

<https://www.linkedin.com/in/akshaja-manoharan-721b071b5>

*Hey Akshaja! You mentioned you look for people who "believe in giving and receiving feedback" - so I'm taking you up on that!*

*I'm building a smart support system with Bryan Johnson's physician designed to make health effortless for busy teams, so your engineers have the fuel to match Sundial's pace without burning out.*

*I'm inviting a few forward-thinking Talent leaders to shape the product roadmap so it actually solves the right problems. Would you be open to sharing your critique?*

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**Michele Mickelson** | Head of People | Lakera

<https://www.linkedin.com/in/michele-mickelson-7037b71>

*Hey Michele! I was going through the Lakera's benefits and It's impressive how well you understand what ambitious people actually need - not just perks, but real support.*

*I'm working with Bryan Johnson's physician on something that amplifies what you're already doing - health designed into the workday so ambitious teams don't have to choose between performance and wellbeing.*

*Is a healthier office environment on your radar for this year?*

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**Rhonda Wade** | Head of HR | Tensordyne

<https://www.linkedin.com/in/rhonda-wade-21074a56>

*Hey Rhonda, trying to truly "Put people first" in a culture that "lives for the grind" is one of the hardest equations to solve in HR.*

*Balancing those two is exactly the problem I'm solving.*

*I'm building a supportive workplace infrastructure (with Bryan Johnson's physician) that gives your people the biological capacity to match their ambition. We design health directly into the workday, so they don't have to choose between high performance and their own wellbeing.*

*I'm curious, is supporting team resilience and sustained capacity on your roadmap this year?*

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**Ione Anderson** | (Office operations) | Authorium

<https://www.linkedin.com/in/ioneanderson11>

*Hey Ione! \$8M, new DC office, national hiring - it sounds like Authorium has been in serious growth mode!*

*When things move this fast, health is usually the first compromise people make. Is that something you notice?*

*You see this up close running the office - would love to hear your take.*

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