TwoStep Positioning and Messaging

# Positioning 30

TwoStep is a new personal productivity tool that helps you stay on top of the activities in your life by turning them into actionable steps that you can easily complete. (30)

# Positioning 60

TwoStep is a new personal productivity tool that helps you stay on top of the activities in your life by turning them into actionable steps that you can easily complete. TwoStep conveniently fits these bite-sized steps into the tools you use to manage your life today. (47)

# Positioning 90

TwoStep is a new personal productivity tool that helps you stay on top of the activities in your life by turning them into actionable steps that you can easily complete. TwoStep conveniently fits these bite-sized steps into the tools you use to manage your life today. TwoStep isn’t just another to-do app – it works together with your calendar and your phone so you don’t have to install a new app. TwoStep can also help you get things done even faster by learning from your friends and seeing how other people are getting things done. (95)

# Messaging Pillars

## Big chores into actionable steps

TwoStep takes your *activities* and suggests the best sequence of *steps* to get them done. It collects the *next steps* across all of your *activities*, arranges them by type (phone calls, errands, appointments, finding things) and helps you complete them right then and there.

## Fits into your life

TwoStep doesn’t require you to install a new app. It integrates with your calendar and your phone, so that every day you can access your *next steps* by bringing up your calendar or text messages and tapping a link. TwoStep lets you access all of the information that you set on the *activity* – contacts, locations, links, and notes – so that it is just one tap away.

## Learn from your friends

TwoStep makes it easy to find a new hair salon, a gutter cleaner, or a dentist by letting you share your information with friends and neighbors and seeing how they are getting things done. It also helps you complete common steps by suggesting the most popular websites that other people use.