TwoStep Positioning and Messaging

# Positioning 30

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# Positioning 60

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# Positioning 90

TwoStep is a new kind of productivity tool that helps you break complex *activities* into actionable *steps* that fit naturally into your daily routine. You tell TwoStep about the *activities* in your life, and it will suggest the *steps* that make sense, and remind you when it’s time to get them done. TwoStep isn’t yet another todo app – it works together with your calendar and your phone. TwoStep is social – you can share your *activities* and *steps* with your friends, and discover how they get things done. (87)

# Messaging Pillars

## Complex *activities* 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*, and allows you to sort them by *type* – so that you can see all of the phone calls, errands, and other steps you need to complete today.

## 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 the *activity’s* context is just one tap away.

## Finding ways to get things done just got a whole lot easier

Finding someone to help get an *activity* done is the biggest source of procrastination and why there are some things never seem to get around to doing. 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. It also helps you complete common steps by suggesting the best websites that can help you get them done.