Persona	Measure of Productivity	Company Role	Pain Points	Why would they use "Tool"? Need.	Goal	Article titles	Distribution
Ritka (quantified self)	Automators - already functions at highest level of productivity, always tries new tools, inbox 0-25, delegates effectively, has read Getting Things Done twice, does daily and weekly review	CEO, Directors, baller project manager, exec assistant	things in the workflow that could be optimized, everything seems to take to long, workflows are clunky	trusted system, one place for everything, completely optimized workflow, sync with desktop, sync with calendar	to win at productivity and measure themselves	In depth analysis and comparisons of productivty systems and tools:	Thought leaders, White papers, long-form analytical content, responds well to endorsements, self curated mailing lists
Fredrick	Elevated Efficiency - functions at a high-mid level of productivity, do a daily review, has a productivity solution in place that works for them but is a pain in the ass to manage, maintains and follows a to-do list, inbox 0-50, has read some of Getting Things Done	CEO, Directors, sales, exec assistant, recruiters, director of engineering, manager of many reports, anyone who has to do a lot of coordinating, product managers	overhead, productivity management	turning emails into to-dos, processing emails on mobile more efficiently, triage to calendar on mobile, quickly capture ideas and notes, ability to plan the day with all relevant info	Optimizing productivity, keeping focused, being able to respond appropriately and timely, being able to plan	Comparisons of productivity systems and tools, how to optimize tools they already have	Life Hacker, LinkedIn, responds well to endorsements, mailing list
Tommy	Proactive - not constantly looking at email when they get a ding, does daily reviews when necessary, may or may not keep a to-do list, can be inbox 0 but might only refer to the first 50, constantly afraid of losing things, overwhelmed by the concept of managing a productivity system but tries, bought the Getting Things Done book but hasn't read it	marketing people, admin, product managers, sales, recruiters, exec assistant	anxiety over things slipping through the cracks, keeping stuff in their head, fear of missing stuff, some pain with overhead in mamnaging productivity system, sign up for everything but don't stick with anything, they don't want different apps for everything, sticky notes and paper lists, lots of things in different places, constant note-taker	easily get to inbox 0, teaches you how to be more productive ("Tool" has tutorials on how to be more productive), save webpages to to-do list, sync across all devices	Be productive, keep focused, being able to respond appropriately and timely, being able to plan, get better at using the tools he has, less anxiety and stress, clarity, assurance he isn't going to miss something	Aspirational, how to be better at productivity, a picture of what being productive really looks like	Pando-daily, tech-crunch, responds well to endorsements, mailing list
Janelle (the spaz)	Reactive - are a mess, unorganized, overwhelmed, anxious, suspicious of productivty systems and investing time/energy into it, undicipled but dont know it, don't know where to being, will miss and loss stuff, never heard of Getting Things Done	hair stylist PR people, low-level, builders (people who make stuff), small business owner, sales douche-bag	too busy trying every tool to actually make any of them useful, lack of focus, getting by by constantly checking their email, always on their phones, too high of a bar to break into productivity, doesn't know their method is broken	teaching productivity	she wants to be on top of things, and she wants people to think that she's on top of things, impress her boss	Light reading, stupid shit	Cute-overload, social media