

Business Strategy Prompts

Define exactly how a business should position itself in a crowded market by identifying the clearest and most defensible strategic position based on competitors, customer expectations, and perceived value.

Difficulty: Intermediate

Model: ChatGPT / Claude

Use Case: Market Positioning Strategy

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Why This Prompt Exists

Most businesses don't fail because the product is bad.

They fail because the positioning is unclear.

When a business tries to appeal to everyone, it becomes meaningful to no one.

Customers don't choose the "best" option—they choose the clearest option that fits their needs and identity.

This framework forces clarity by stripping away noise and defining a defensible position in the market: what the business is, who it is for, and why it should be chosen over alternatives.

The Prompt

Assume the role of a senior business strategist and positioning consultant with deep expertise in competitive strategy, market segmentation, and brand differentiation.

Your task is to analyze a business and define a clear, defensible

market positioning strategy that allows it to stand out in a competitive environment.

Before producing recommendations, evaluate the business carefully.

Identify:

- core product or service offering
- primary competitors (direct and indirect)
- target customer segments
- perceived alternatives in the market
- current positioning (if any)
- market saturation level and differentiation difficulty

Then produce a structured positioning analysis:

1. MARKET LANDSCAPE OVERVIEW

Describe the competitive environment and how crowded or fragmented it is.

2. CURRENT POSITIONING ANALYSIS

Explain how the business is currently perceived (or likely to be perceived).

3. COMPETITOR POSITIONING MAP

Summarize how competitors position themselves:

- price leaders
- premium providers
- niche specialists
- convenience-focused brands

- authority/trust-based brands

4. POSITIONING GAPS

Identify areas where the market is underserved or unclear.

5. RECOMMENDED POSITIONING STRATEGY

Define a clear positioning direction, including:

- category positioning (what it is)
- audience focus (who it is for)
- value emphasis (why it wins)

6. MESSAGING FRAMEWORK

Provide core messaging structure:

- one-line positioning statement
- key differentiators
- proof points
- what to emphasize vs avoid

7. STRATEGIC TRADE-OFFS

Explain what the business must deliberately NOT be in order to maintain clarity.

INPUTS:

Business Description:

[INSERT BUSINESS DESCRIPTION]

Target Market:

[INSERT TARGET CUSTOMERS]

Main Competitors:

[INSERT COMPETITORS OR "UNKNOWN"]

OUTPUT RULES:

- Avoid vague branding language
- Be explicit and decisive
- Focus on clarity over inclusiveness
- Think like someone defining market identity, not marketing copy

How To Use It

- Use before building websites, ad campaigns, or sales funnels.
- If output is too generic, add:
“Force a more aggressive differentiation strategy.”
- Combine with growth channel and customer analysis prompts.
- Re-run whenever entering a new market or adjusting offers.
- Use output as the foundation for all messaging decisions.

Example Input

Business Description: AI automation consulting for small businesses

Target Market: small business owners and solo entrepreneurs

Main Competitors: freelance automation consultants, SaaS tools, marketing agencies

Why It Works

Most positioning fails because it tries to include too much.

This framework improves clarity by enforcing:

- explicit market definition instead of vague branding
- clear segmentation of competitors and alternatives

- intentional trade-offs in positioning decisions
- structured messaging instead of ad hoc marketing language

Strong positioning is not about being everything—it's about being unmistakably something.

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