

Copywriting / Product Descriptions

Analyze competing products and generate descriptions that clearly emphasize what makes your product different, faster, easier, safer, or more valuable.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Competitive Markets, Unique Value Proposition, Differentiation Strategy

Updated: May 2026

Why This Prompt Exists

Most product descriptions fail because they sound like every competitor.

You get:

- “High quality” (so does everyone else)
- “Great customer service” (table stakes)
- features that match competitor spec sheets (commodity)
- no clear reason to choose you
- descriptions that blend into a sea of sameness

But differentiation is not a slogan.

It is the reason someone buys from you instead of them.

- Competitor analysis reveals gaps you can fill
- Your unique differentiator should be in the headline
- Comparison claims must be provable (not opinions)
- Don't name competitors unless you're sure of the legal risk

Without differentiation, you compete on price.

This framework forces AI to write descriptions that stand out.

The Prompt

Assume the role of a competitive copywriter who positions products to stand out in crowded markets.

Your task is to write a differentiation-focused product description.

Generate:

1. COMPETITOR ANALYSIS (for this product category)
 - What competitors emphasize
 - What competitors ignore
 - Where there's a gap you can fill
2. YOUR UNIQUE DIFFERENTIATOR (one sentence)
 - What only you can claim
3. DIFFERENTIATION-FOCUSED DESCRIPTION (200-250 words)
 - Lead with your differentiator
 - Prove it with evidence
 - Address what competitors ignore
4. SIDE-BY-SIDE COMPARISON (optional, if legally safe)
 - Your product vs. typical competitor
5. DIFFERENTIATION BULLETS (5 items)
 - Each bullet explains why you're different

INPUTS:

Your Product Name:

[INSERT]

Your Key Differentiator:

[WHAT MAKES YOU DIFFERENT?]

Competitor Products (2-3):

[LIST]

Category Clichés (what everyone says):

[E.G., "High quality," "Great support," "Easy to use"]

Evidence for Your Differentiator:

[TESTIMONIAL / DATA / CERTIFICATION / AWARD]

Legal Ability to Name Competitors:

[YES (in comparison ads) / NO (describe generically)]

RULES:

- Lead with your differentiator (within first 2 sentences)
- Evidence must be specific (not "we're better")
- If you can't name competitors, describe them generically ("typical brands")
- Category clichés should be avoided (don't use them)
- Differentiation bullets must be provable (not opinions)
- Include a legal disclaimer if naming competitors

How To Use It

- Do competitor research before writing — know what they claim.

- Your differentiator must be something competitors can't or won't copy.
- Evidence is everything — a claim without proof is just noise.
- Naming competitors is powerful but risky — consult legal before doing it.
- If every competitor says “high quality,” don't say it — it's not differentiation.

Example Input

Your Product Name: Project Management Software for Creative Agencies

Your Key Differentiator: Built specifically for creative workflows (not adapted from tech or construction software)

Competitor Products: Asana, Trello, Monday.com, ClickUp

Category Clichés: “Easy to use,” “Flexible,” “Scalable,” “Team collaboration”

Evidence for Your Differentiator: “Designed with input from 200+ agency owners”; “Approved by the Agency Leadership Association”

Legal Ability to Name Competitors: NO (describe generically)

Why It Works

Most product descriptions blend in with competitors.

This framework improves outcomes by forcing:

- competitor analysis (know what they say)
- unique differentiator identification (your edge)
- differentiation-first structure (lead with it)
- evidence requirements (proof, not opinions)
- category cliché avoidance (don't sound like them)

Great differentiation descriptions don't claim to be better — they prove they're different in a

way that matters.

Build Better AI Systems

Subscribe for advanced prompt engineering, AI copywriting tools, product description frameworks, and practical strategies for writers and ecommerce professionals.

Carefully engineered prompts for people doing real work.

Share this:

- [Share on Facebook \(Opens in new window\) Facebook](#)
- [Share on X \(Opens in new window\) X](#)