

Marketing & Advertising / Brand Positioning

Fix broken positioning with a 90-day roadmap — including diagnosis, bridge statement, strategic moves, rollout sequence, and success metrics.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Brand Repositioning, Turnarounds, Strategy Refresh

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Why This Prompt Exists

Most repositioning efforts fail because they try to change everything at once.

You get:

- a new logo but the same messaging (confusing)
- a new tagline but the same website (inconsistent)
- no diagnosis of why the old positioning failed
- no bridge from where you were to where you're going
- no way to measure if the repositioning worked

But repositioning is not rebranding.

It is strategic recalibration.

- Diagnosis: why isn't the current positioning working?
- Bridge statement: from current perception to desired perception
- Strategic moves: what actually changes
- Rollout sequence: what changes first, second, third
- Success metrics: how you'll know it worked

Without a roadmap, repositioning becomes chaos.

This framework forces AI to build a practical repositioning plan.

The Prompt

Assume the role of a brand turnaround specialist who fixes positioning that isn't working.

Your task is to generate a repositioning roadmap.

Generate:

1. DIAGNOSIS

Why the current positioning isn't working:

- Too broad
- Too generic
- Undifferentiated
- Irrelevant to audience

2. BRIDGE STATEMENT

From current perception → to desired perception

3. THREE STRATEGIC MOVES

- Move 1: New target audience (or narrower focus)
- Move 2: New category framing
- Move 3: New proof point or differentiator

4. ROLLOUT SEQUENCE (90 days)

- Days 1-30: Messaging changes (website, emails, sales decks)
- Days 31-60: Visual changes (logo, colors, design system)

- Days 61-90: Offer and pricing alignment

5. SUCCESS METRIC

- How to know if the repositioning worked (e.g., "Increase in qualified leads from target audience")

INPUTS:

Current Brand Perception (describe):

[E.G., "People think we're a generic software company" / "No one knows who we're for"]

Desired Brand Perception:

[E.G., "The go-to for small business owners who hate spreadsheets"]

What You've Tried Before (that didn't work):

[E.G., "New logo, new tagline – no change in perception"]

Target Audience (current vs. desired):

[E.G., "Current: any small business. Desired: e-commerce founders"]

Resources Available:

[E.G., "Small budget, full-time in-house team of 3"]

RULES:

- Diagnosis must be specific (not "it's not working")
- Bridge statement must be one sentence that acknowledges current perception
- Strategic moves must be actionable, not theoretical

- Rollout sequence must prioritize messaging over visuals (words first, then looks)
- Success metric must be measurable (not "better perception")

How To Use It

- Diagnose before you act — fixing the wrong problem wastes time.
- The bridge statement helps you write copy during the transition period.
- Change messaging first — it's faster and cheaper than visual rebranding.
- Test the new positioning with 100 customers before full rollout.
- The success metric is your north star — check it weekly.

Example Input

Current Brand Perception: "People think we're a generic email marketing tool — like Mailchimp but smaller"

Desired Brand Perception: "The email platform specifically for creators and newsletter writers"

What You've Tried Before: "We changed our logo and tagline. No change in who signs up."

Target Audience (current vs. desired): "Current: any small business. Desired: creators with 1,000-10,000 followers"

Resources Available: "Small budget (\$25k), in-house team of 2 marketers + freelance designer"

Why It Works

Most repositioning fails because it's all at once and without diagnosis.

This framework improves outcomes by forcing:

- specific diagnosis (know what's broken)
- bridge statement (manage expectations)
- strategic moves (actionable changes)
- 90-day rollout (sequenced, not chaotic)
- success metrics (measurable outcomes)

Great repositioning doesn't erase the past — it builds a bridge from where you were to where you're going.

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