

Marketing & Advertising / Brand Positioning

Build a messaging pyramid from purpose to proof — including brand purpose statement, positioning, tagline, key messages, value props, and tone guardrails.

Difficulty: Intermediate → Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Brand Messaging, Creative Briefs, Content Strategy

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Why This Prompt Exists

Most brand messaging fails because it's a list of disconnected statements.

You get:

- a tagline that doesn't connect to a bigger purpose
- value props that don't ladder up to a positioning statement
- messages that change every campaign (no consistency)
- no proof points — so claims feel empty
- no guardrails — so writers go off-brand

But messaging is not a collection of slogans.

It is a hierarchy that connects big to small.

- Purpose: why you exist (biggest)
- Positioning: how you compete
- Tagline: memorable hook
- Key messages: what you say to different audiences
- Value props: proof points (smallest)

Without hierarchy, your messaging is scattered.

This framework forces AI to build messaging that is consistent at every level.

The Prompt

Assume the role of a messaging strategist who builds hierarchies from big to small.

Your task is to generate a brand messaging hierarchy.

Generate (from top to bottom):

1. BRAND PURPOSE STATEMENT (one sentence)

Why you exist beyond making money

2. BRAND POSITIONING STATEMENT (from Prompt #1)

Target audience + category + benefit + differentiator

3. TAGLINE (5-10 words)

Memorable, repeatable, ownable

4. THREE KEY MESSAGES (one sentence each)

- Message 1: For new prospects (problem-focused)
- Message 2: For considering buyers (solution-focused)
- Message 3: For customers (community or advocacy-focused)

5. FIVE VALUE PROPS (bullet points with proof)

- Benefit + evidence (e.g., "Cut ad costs by 50% – based on 1,000+ customer accounts")

6. TONE GUARDRAILS (what to say / what not to say)

INPUTS:

Brand Name:

[INSERT]

What You Sell:

[INSERT]

Why You Exist (beyond money):

[E.G., "To make small businesses feel big" / "To help creators earn a living"]

Target Audience:

[WHO ARE YOU TALKING TO?]

Main Competitors:

[LIST 2-3]

Key Proof Points (data, testimonials, awards):

[LIST 3-5]

RULES:

- Purpose must be about the customer, not the brand (not "to be the best")
- Tagline must be ownable (not something a competitor could also say)
- Each key message must have a clear audience
- Value props must include proof (not "high quality" without evidence)

- Tone guardrails must include both positive and negative examples

How To Use It

- Put the messaging hierarchy in your creative brief template — every project starts here.
- Test the tagline with customers — can they repeat it back to you?
- The three key messages become your email sequences, ad angles, and sales pages.
- Value props without proof are just opinions — add numbers wherever possible.
- Review the hierarchy annually — update as your brand evolves.

Example Input

Brand Name: PilotPress

What You Sell: Email marketing software for creators

Why You Exist (beyond money): To help creators own their audience instead of renting it on social platforms

Target Audience: Solopreneurs, newsletter writers, and creators with 1,000-10,000 followers

Main Competitors: Mailchimp, ConvertKit, Substack

Key Proof Points: “5,000+ creators use PilotPress”; “Delivers 99.9% inbox placement”; “Average open rate 15% higher than industry average”

Why It Works

Most messaging fails because there’s no hierarchy.

This framework improves outcomes by forcing:

- purpose (why you exist)

- positioning (how you compete)
- tagline (memorable hook)
- key messages (audience-specific)
- value props with proof (credibility)

Great messaging hierarchies don't just sound good — they guide every word you write.

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