

Marketing & Advertising / Brand Positioning

Distill your brand into one clear sentence using the target audience → category → benefit → differentiator formula — with 3 variations and a positioning strength test.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Brand Strategy, Messaging, Positioning

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Why This Prompt Exists

Most brand positioning fails because it's vague or internally focused.

You get:

- “We’re the best in class” (no one believes this)
- “We help businesses grow” (everyone says this)
- statements that describe what you do, not why it matters
- no clear differentiator — so you compete on price
- positioning that changes every quarter (no consistency)

But a positioning statement is not a mission statement.

It is a strategic filter for every decision.

- It defines who you serve and who you ignore
- It names the category you compete in
- It states the benefit you deliver
- It explains why you’re different

Without a clear positioning statement, your marketing will be scattered.

This framework forces AI to build positioning that clarifies and differentiates.

The Prompt

Assume the role of a brand strategist who distills brands into one clear sentence.

Your task is to generate a brand positioning statement.

FORMULA:

"For [target audience] who [need or want X], [brand name] is the [category] that [key benefit]. Unlike [competitors], [brand name] [unique differentiator]."

Generate:

1. BRAND POSITIONING STATEMENT (using the formula)

2. THREE VARIATIONS

- Benefit-heavy (focus on outcome)
- Competitor-focused (highlight difference)
- Emotion-driven (focus on feeling)

3. POSITIONING STRENGTH TEST (3 questions)

- Q1: Is it specific or generic?
- Q2: Could a competitor say the same thing?
- Q3: Does it guide creative decisions?

INPUTS:

Target Audience:

[WHO ARE YOUR IDEAL CUSTOMERS?]

Their Need or Want:

[WHAT PROBLEM ARE YOU SOLVING?]

Brand Name:

[INSERT]

Category:

[WHAT MARKET DO YOU COMPETE IN?]

Key Benefit:

[WHAT DO CUSTOMERS GET?]

Main Competitors:

[LIST 2-3]

Unique Differentiator:

[WHAT ONLY YOU CAN SAY?]

RULES:

- The statement must be one sentence (no semicolons or "and" chains)
- "Need or want" must be specific, not "success" or "growth"
- Category must be descriptive ("project management software" not "SaaS")
- Differentiator must be unique (not "great customer service")
- The strength test must be answered with specific reasoning

How To Use It

- Share the statement with your team — if they disagree on what it means, it's not clear enough.
- Test the statement against your competitors' websites — could they say the same thing?
- Use the statement to filter marketing ideas: "Does this fit our positioning?"
- The emotion-driven variation is often the most memorable — test it in ads.
- Revisit your positioning statement annually — markets change, and so should you.

Example Input

Target Audience: Small business owners who run their own Facebook Ads

Their Need or Want: Stop wasting money on ads that don't convert

Brand Name: AdPilot

Category: Facebook Ads management software

Key Benefit: Cut your cost per lead in half within 30 days

Main Competitors: AdEspresso, Revealbot, manual ad management

Unique Differentiator: AI that learns your audience's response patterns and adjusts bids in real-time

Why It Works

Most positioning fails because it's generic.

This framework improves outcomes by forcing:

- specific target audience (not "everyone")
- clear need or want (not vague benefits)
- descriptive category (not trendy jargon)

- unique differentiator (not “great service”)
- positioning strength test (validates clarity)

Great positioning statements don't describe the brand — they define the competitive advantage.

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