

Copywriting / Offer Creation

Analyze competitor offers and identify weaknesses, gaps, and opportunities to create a more compelling alternative.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Competitive Analysis, Offer Development, Market Positioning

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Why This Prompt Exists

Most offers fail because they're built without knowing what competitors offer.

You get:

- me-too features (no differentiation)
- offers that are worse than competitors (you don't know it)
- price mismatches (too high for the value)
- missed gaps in the market (opportunities you can't see)
- guarantees weaker than competitors

But competitive analysis is not spying.

It is market research that reveals opportunities.

- What do competitors emphasize? (you can de-emphasize)
- What do competitors ignore? (you can focus on)
- What do customers complain about? (you can fix)
- What guarantees do they offer? (you can beat)

Without competitor awareness, you compete blind.

This framework forces AI to analyze competitors and find your winning angle.

The Prompt

Assume the role of a competitive offer strategist who analyzes competitors to find winning gaps.

Your task is to analyze competitor offers and identify opportunities.

Generate:

1. COMPETITOR OFFER SUMMARIES (2-3 competitors)

- What they include
- Price
- Guarantee
- Weaknesses (from customer reviews or inference)

2. GAP ANALYSIS

- What competitors ignore
- What customers complain about
- What you could offer that they don't

3. YOUR OPPORTUNITY OFFER

- How to structure your offer to beat competitors
- What to include that they don't
- What to de-emphasize that they overemphasize

4. COMPETITIVE COMPARISON TABLE

- Your offer vs. competitors (features, price, guarantee)

5. DIFFERENTIATION STATEMENT (one sentence)

INPUTS:

Your Product or Service:

[DESCRIBE]

Competitors (2-3):

[LIST]

Competitor Offer Details (if known):

[WHAT DO THEY INCLUDE? PRICE? GUARANTEE?]

Customer Complaints About Competitors (if known):

[E.G., "Slow support," "Hidden fees," "Hard to cancel"]

Your Unique Strengths:

[WHAT CAN YOU DO THAT THEY CAN'T?]

RULES:

- Gap analysis must be specific (not "they have bad service")
- Customer complaints must come from actual reviews (not assumptions)
- Your opportunity offer must be feasible (not fantasy)
- Comparison table must be honest (no cherry-picking)
- Differentiation statement must be one sentence

How To Use It

- Read competitor reviews (Amazon, G2, Trustpilot) — complaints are opportunities.
- Don't copy competitors — find what they're missing.
- The comparison table is powerful marketing (if accurate).
- A weaker guarantee than competitors is a competitive disadvantage.

- Update competitive analysis annually — markets change.

Example Input

Your Product or Service: Email marketing software for creators (\$29/month)

Competitors: Mailchimp, ConvertKit, Substack

Competitor Offer Details: Mailchimp: free tier up to 500 contacts, then \$13-50/month; ConvertKit: \$29-59/month, focuses on creators; Substack: free, takes 10% of paid revenue

Customer Complaints About Competitors: “Mailchimp is too complex,” “ConvertKit is expensive for beginners,” “Substack takes too much of my revenue”

Your Unique Strengths: Built specifically for newsletter writers, simpler interface, flat pricing (no revenue share)

Why It Works

Most offers fail because they’re built in a vacuum.

This framework improves outcomes by forcing:

- competitor offer analysis (know the landscape)
- gap identification (find opportunities)
- customer complaint integration (fix real problems)
- comparison table (honest differentiation)
- differentiation statement (clear positioning)

Great offers don’t just compete — they fill gaps competitors ignore.

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