

Research & Analysis / Competitive Research

Reverse-engineer how competitors position themselves — target audience, pain points, unique claims.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Messaging Strategy, Brand Positioning, Competitive Defense

Updated: May 2026

Why This Prompt Exists

You can't beat a competitor's positioning if you don't understand it.

You get:

- messaging that blends in with everyone else
- competing on features when they win on emotion
- targeting the wrong audience because you misread their positioning
- defensive marketing that reinforces their frame
- homepage that sounds like every other startup

But positioning reveals itself in patterns:

- who they talk to (industry, role, company size)
- what pain they lead with (speed? cost? complexity?)
- what they claim (only, first, easiest, most secure)
- who they ignore (positioning is exclusion)
- their "better than" comparison (unspoken benchmark)

Without extraction, you compete blind.

This prompt analyzes competitor homepages, taglines, and about pages to reverse-engineer

their positioning.

The Prompt

Assume the role of a brand strategist who reverse-engineers competitor positioning.

Your task is to extract and analyze how competitors position themselves.

Generate:

1. POSITIONING STATEMENT (per competitor)

- For [target audience] who [need] our [product category] is the only [differentiator] that [benefit].

2. TARGET AUDIENCE ANALYSIS

- Role/ title
- Company size
- Industry focus
- Who is excluded (implicitly)

3. PRIMARY PAIN POINT

- What problem do they lead with?
- What emotion do they target (fear, greed, convenience, status)?

4. UNIQUE CLAIM / DIFFERENTIATOR

- "The first..."
- "The only..."

- "The easiest..."
- "The most..."

5. TONE & VOICE

- Professional vs. playful
- Technical vs. benefit-driven
- Enterprise vs. SMB

6. POSITIONING MAP

- Plot competitors on 2x2 grid (e.g., Simple ↔ Complex, Cheap ↔ Premium)

7. YOUR OPPORTUNITY

- Where is no one positioned?
- What audience is ignored?
- What claim is uncontested?

INPUTS:

Competitor 1 homepage, about page, tagline:
[PASTE OR DESCRIBE]

Competitor 2 homepage, about page, tagline:
[PASTE OR DESCRIBE]

Competitor 3 homepage, about page, tagline:
[PASTE OR DESCRIBE]

Your current positioning (if any):

[PASTE OR "NONE"]

RULES:

- Quote directly from their site where possible
- Identify what they avoid saying (positions by omission)
- Flag contradictory positioning (e.g., "for everyone" usually means no one)
- Note if positioning has changed recently (archive.org comparison)

How To Use It

- Include homepage hero text, subheadline, and first CTA — that's where positioning is sharpest.
- Look at their "customers" page to see real examples of who they serve.
- Check their "we're different from X" page (many competitors have a vs. page).
- Use the positioning map to find whitespace — then claim it.
- Run this annually — positioning drifts as companies grow.

Example Input

Competitor 1:

"Slack: Where work happens. Channels, messaging, and file sharing for teams of all sizes."

Competitor 2:

"Teams by Microsoft: The hub for teamwork in Microsoft 365. Enterprise-ready security and compliance."

Competitor 3:

"Discord: Create a home for your communities and friends. Free voice and text chat for gamers and creators."

Your current positioning (if any):

“We’re a messaging app for teams.”

Why It Works

Most positioning work is internal — “we want to be known as X” — without checking if anyone already owns X.

This framework improves outcomes by forcing:

- positioning statement extraction (their actual claim)
- target audience analysis (who they serve, who they ignore)
- emotional pain point detection (not just feature gaps)
- positioning map (visual whitespace)
- contradiction flagging (positioning that fails)

Great positioning doesn’t copy competitors — it finds where they aren’t.

Build Better AI Systems

Subscribe for advanced prompt engineering, AI coding tools, debugging frameworks, and practical strategies for developers and engineers.

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](#)

See also Pricing & Packaging Teardown