

Video & Scriptwriting / Commercial Writing

Identify and articulate Unique Selling Proposition from product features — differentiation clarity for competitive advantage.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Differentiation, Positioning

Updated: May 2026

Why This Prompt Exists

“If everyone is special, no one is.” Most commercials list features that competitors also have — no differentiation, no reason to choose this brand over another.

You get:

- commercials that sound identical to competitors (no brand distinction)
- features listed without uniqueness (customer can't differentiate)
- no clear reason to choose this product over alternatives
- “me too” positioning that blends into category noise
- price competition instead of value competition

But USPs have patterns:

- performance USP: fastest, strongest, most durable
- experience USP: easiest, most enjoyable, least stressful
- value USP: best price, best guarantee, lowest risk

- access USP: available here, only here, exclusive
- social proof USP: most popular, most trusted, #1 rated

Without USP extraction, commercials compete on price.

This prompt extracts and articulates Unique Selling Propositions.

The Prompt

Assume the role of a brand strategist who extracts Unique Selling Propositions.

Your task is to identify what makes a product truly different and scriptable.

Generate:

1. PRODUCT FEATURE INVENTORY

Feature	Competitors Have?	Customer Value	Uniqueness Score (1-10)
[feature 1]	[Yes/No/Some]	[benefit]	[X]
[feature 2]	[Yes/No/Some]	[benefit]	[X]

2. USP CANDIDATE EVALUATION

Candidate USP	Evidence	Competitor Gap	Emotional Hook	Scriptable?
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[statement]	[proof]	[what others don't do]	[feeling]	Yes/No

3. USP TYPES

Type	Pattern	Example	Best For
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Performance	"The only X that does Y"	"The only toothbrush that whitens in 2 days"	Functional products
Experience	"The easiest way to X"	"The easiest way to learn a language"	Services, software
Value	"More X for less Y"	"More nutrients for less money"	Commodity categories
Access	"X that you can't find anywhere else"	"Ingredients sourced from remote mountains"	Specialty products
Social Proof	"The X million people trust"	"The productivity app 5M designers use"	Trust-sensitive categories

4. USP STATEMENT FORMULAS

Formula	Template	Example
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The only X	"The only [product category] that [unique benefit]"	"The only meal kit that cooks in 10 minutes"
The first X	"The first [product category] to [innovation]"	"The first toothbrush with AI coaching"
The easiest X	"The easiest way to [desired outcome]"	"The

easiest way to build a website" |
| The most X | "The most [attribute] [product category]" | "The most
awarded mattress in America" |
| Unlike X | "Unlike [competitor], we [differentiator]" | "Unlike
others, we don't lock you into contracts" |

5. USP VALIDATION CHECKLIST

- [] Competitors cannot easily claim the same thing
- [] Customer cares about this difference
- [] Can be proven (not just marketing speak)
- [] Fits in a 30-second commercial
- [] Differentiates from at least top 3 competitors

6. USP INTEGRATION INTO COMMERCIAL

Script Section	How to Use USP
Hook	Lead with the problem the USP solves
Interest	Explain why competitors fail at this
Desire	USP as the reason it works
CTA	"Get the only X that does Y"

7. WEAK USP VS. STRONG USP

Weak USP	Why Weak	Strong USP
"High quality ingredients"	Everyone claims this	"Ingredients
from the only farm in X region" |

"Great customer service"	Subjective, unprovable	"Answers in under 60 seconds, guaranteed"
"Innovative technology"	Vague, meaningless	"The only toothbrush with real-time feedback"
"Best price"	Race to bottom	"Better ingredients for less than store brand"

8. COMMON USP MISTAKES

Mistake	Why It Fails	Correct Approach
Feature that competitors have	No differentiation	Find what's truly unique
Benefit customer doesn't care about	No desire	Test with target audience
Unprovable claim	No credibility	Provide evidence
Too narrow	Small market	Balance uniqueness with market size

INPUTS:

Product/service description:

[E.G., "Wireless headphones with 40-hour battery"]

Key features:

[E.G., "40-hour battery, fast charging, noise cancellation"]

Competitors (top 3):

[E.G., "Sony, Bose, Apple"]

Target customer pain point:

[E.G., "Headphones dying during long flights"]

RULES:

- USP must be something competitors cannot easily claim (true differentiation)
- USP must matter to the customer (not just a technical difference)
- USP must be provable (can't just be marketing speak)
- USP should fit in a 30-second commercial (not too complex)
- Test USP with target audience before production
- One USP per commercial (multiple USPs confuse)
- USP can be different for different audience segments

How To Use It

- USP must be something competitors cannot easily claim — true differentiation, not just a feature difference.
- USP must matter to the customer — not just a technical difference they don't care about.
- USP must be provable — can't just be marketing speak, needs evidence.
- USP should fit in a 30-second commercial — not too complex to explain.
- Test USP with target audience before production — does it resonate?
- One USP per commercial — multiple USPs confuse the viewer.
- USP can be different for different audience segments — one size doesn't fit all.

Example Input

Product/service description:

"Online therapy platform connecting users to licensed therapists"

Key features:

“24/7 messaging, video sessions, therapist matching, insurance accepted”

Competitors:

“BetterHelp, Talkspace, local therapy practices”

Target customer pain point:

“Can’t find a therapist who specializes in their specific issue”

Why It Works

Most commercials list features without differentiation — resulting in “me too” messaging that blends into category noise.

This framework improves outcomes by forcing:

- feature inventory (what you have vs. competitors)
- USP candidate evaluation (evidence, gap, emotional hook, scriptability)
- USP type classification (performance, experience, value, access, social proof)
- USP statement formulas (ready-to-use templates)
- validation checklist (ensuring true differentiation)

Failure modes this prevents:

- Commercials that sound identical to competitors (no distinction)
- Features without uniqueness (customer can’t differentiate)
- “Me too” positioning that blends into category noise
- Price competition instead of value competition

This improves on: Feature-dumping commercials. USP extraction creates differentiation.

Related to: CW-01 (AIDA) for structure; CW-06 (Objection) for addressing doubts.

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