

# DIY STRATEGIC POSITIONING ANALYSIS

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## Master Prompt - Copy & Paste Ready

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### How to Use This Prompt

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1. Copy the entire prompt below
  2. Paste it into ChatGPT, Claude, or your preferred AI assistant
  3. Replace [YOUR BUSINESS NAME] with your actual business name
  4. Attach or paste your current positioning content (website copy, pitch, etc.)
  5. Submit and receive your comprehensive positioning analysis
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### The Prompt

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Hello, I need a comprehensive strategic positioning analysis for my business [YOUR BUSINESS NAME]. Please analyze my current positioning content and provide transformation-focused recommendations using proven positioning methodology.

Please provide a detailed analysis that includes:

#### 1. STRATEGIC POSITIONING ASSESSMENT

- Comprehensive analysis of my current positioning weaknesses
- Identification of messaging that lacks market specificity and emotional connection
- Analysis of language that sounds generic or industry-focused rather than customer-focused
- Assessment of target audience clarity and competitive differentiation

## 2. TRANSFORMATION-FOCUSED RECOMMENDATIONS

- Complete positioning overhaul focused on client outcomes rather than features
- Translation from industry jargon to customer-centric language that resonates
- Specific target audience refinement and niche market positioning strategy
- Emotional engagement strategies and urgency creation tactics

## 3. OPTIMIZED POSITIONING STATEMENT

- Create a positioning statement following this proven format: **"I help [specific target audience] to [solve a valuable problem] without [what they hate about current solutions], even if [their biggest objection]"**
- Include 2-3 alternative positioning options for different market approaches
- Explain the strategic reasoning behind each element and why it works

## 4. LEAD GENERATION STRATEGY DESIGN

- Design a low-risk, high-value offer that demonstrates my expertise
- Structure the offer to address urgent pain points while building trust with prospects
- Include specific deliverables, timeline, and process details
- Ensure the offer creates natural progression to my main services

## 5. VALUE-BASED PRICING STRATEGY

- Determine pricing based on transformation value delivered to my target audience
- Price according to their most valuable outcomes (time savings, revenue increase, risk reduction, etc.)
- Provide pricing justification based on ROI and competitive positioning analysis
- Include payment structures and risk-reversal guarantees
- Ensure pricing attracts ideal clients while filtering out unqualified prospects

## 6. IMPLEMENTATION ROADMAP

- Week-by-week action steps for implementing all recommendations
  - Marketing and client acquisition strategies tailored to my business
  - Success metrics and performance indicators to track progress
  - Risk mitigation strategies and testing methodologies
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## Positioning Principles

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Base all analysis on these proven positioning principles:

- **Outcome-Focused Messaging** - Emphasize transformation over process
- **Market Specificity** - Narrow targeting for credibility and relevance
- **Customer-Centric Language** - Use prospect terminology, not industry jargon
- **Emotional Resonance** - Address deeper motivations beyond surface problems
- **Value-Based Pricing** - Price on results delivered, not time invested
- **Urgency and Consequences** - Clear reasons to act immediately
- **Risk Mitigation** - Remove barriers through guarantees and low commitment entry points

Please provide both markdown and PDF versions of the comprehensive assessment for professional use.

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## Customization Options

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### BASIC CUSTOMIZATION

Replace [YOUR BUSINESS NAME] with your actual business name before submitting.

## INDUSTRY-SPECIFIC ENHANCEMENT

Add: *"Please pay special attention to [INDUSTRY] specific challenges and customer language when creating the analysis."*

## COMPETITIVE FOCUS

Add: *"Please emphasize differentiation from [SPECIFIC COMPETITORS] in the positioning recommendations."*

## URGENT IMPLEMENTATION

Add: *"This analysis is needed for [SPECIFIC PURPOSE] by [DATE], so please prioritize immediately actionable recommendations."*

## PRICING FOCUS

Add: *"Please give extra attention to pricing strategy as this is my primary concern for business growth."*

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## Important Note

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**IMPORTANT:** Attach your comprehensive positioning content document when submitting this prompt for best results. This can include: - Your current website copy - Sales pitch or presentation - Marketing materials - Service descriptions - Any existing positioning statements

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## Want Professional-Grade Positioning?

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This DIY prompt gives you a solid foundation, but if you want expert guidance tailored specifically to your business and market, **work with D Forbes-Edelen directly** for professional Strategic Positioning Analysis.

**Book a 1-on-1 Strategic Positioning Session:** [Contact Information Coming Soon]

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