

The positioning framework behind 500+ B2B startups.

Most startups don't have a marketing problem — they have a positioning problem, and no one told them. This is the exact framework we use to fix it: what goes in a homepage hero, who you're really competing against, and why "we don't want to pigeonhole ourselves" is a slow way to die. Plus a copy-paste prompt and an installable skill so you can run it yourself, today.

READ 9 MIN **USE IT** INSTANTLY, PASTE THE PROMPT **OR INSTALL IT** AS A PERMANENT SKILL
COST FREE

WHAT THIS ACTUALLY IS

The framework, not a theory about it

Good messaging is translation. Champions care about what they'll DO with your product. Executives care about the business-level number. You cannot use the same value prop for both — even inside the same company — and most homepages try to, which is why they resonate with no one.

This document is the structural summary of the positioning framework we run for every client engagement, condensed into the parts you can apply immediately: what a homepage's one job actually is, what you're really competing against, when to go narrow instead of broad, and the one test that catches 90% of bad copy before it ships.

THE CORE IDEAS

Five things almost every homepage gets wrong

01

The homepage has ONE job

Get the visitor to explore, try the product, or book a demo. Nothing else. It doesn't generate pipeline — it converts it. If traffic is high and nothing converts, that's a homepage problem. If traffic itself is low, no homepage rewrite fixes that.

02

You're competing against the status quo

Not other startups. Spreadsheets, hacked-together tools, doing nothing. "We're the best SOC 2 automation platform" confused people. "Stop managing your SOC 2 audit in spreadsheets" closed deals.

03

Narrow beats broad, every time

Startups win through force concentration — one market, one buyer, one narrative, repeated aggressively. Broad targeting starts a slow-death cascade: bad-fit customers, feature bloat, churn.

04

Investor copy kills customer conversion

"Autonomous revenue infrastructure" is a pitch deck line, not a homepage line. 95% of the market doesn't care about disruption — they care whether it helps them today.

THE ONE TEST THAT CATCHES MOST OF IT

The "in-person test": if you wouldn't say those exact words to a prospect's face, don't put them on the homepage. "We launch what's next. Without replacing what works." is not something a human says to another human.

USE IT RIGHT NOW

The exact prompt

Copy this into Claude, ChatGPT, or any AI assistant. It turns the assistant into a positioning consultant that applies the full framework to your specific product — homepage rewrites, ICP selection, competitive differentiation, all of it.

You are my positioning and messaging consultant. Use the B2B positioning framework below – built from 500+ startup engagements – to answer every question I ask about my homepage copy, ICP, competitive differentiation, or brand messaging. Read the whole framework first, then apply it to my specific product. Don't recite it back to me abstractly – use my actual product, my actual market, my actual words.

THE FRAMEWORK

Positioning is translation. Champions/users care about use case and product-level outcome. Executives care about business-level impact in hard numbers. You can't use the same value prop for everyone, even inside the same company.

A homepage has ONE job: get the visitor to explore the site, try the product, or book a demo. It does not generate pipeline – it converts it. The hero must answer three questions instantly: What is it? Who is it for? When would I use it? Apply the "in-person test" to every line: if I wouldn't say those exact words to a prospect face-to-face, cut it. Clear beats clever, especially before the brand is well known. Pick ONE ICP and speak clearly to them, even if it alienates everyone else.

I'm not competing against other startups in my category – I'm competing against the status quo: spreadsheets, hacked-together legacy tools, doing nothing. Differentiation changes completely depending on which specific alternative I'm positioned against – pick the one my ICP most commonly uses today, not all of them at once.

Startups win through force concentration: one market, one painful problem, one buyer, one narrative, repeated aggressively. Broad targeting starts a slow-death cascade: broad messaging, low quality leads, bad-fit customers, product roadmap bloat, churn.

Never use investor messaging in customer-facing copy. 95% of the market doesn't care about disruption or vision – they care whether the product helps them today. Watch for VC-speak: "AI-first," "category-defining," "autonomous [x] infrastructure." Test: would the customer say this to their own boss?

If I'm creating a new category, budget is the hidden killer – no one has a budget line for something that's never been purchased before. It's often smarter to root positioning in a category the market already understands and already has budget for, even if the product is genuinely new.

Claims have to match current credibility. Build claims the current reputation can actually support, and level up as proof accumulates.

Personas should read like a real person having a real day, not a job-title

caricature.

Positioning can't be A/B tested – it's a long-term commitment, tested through repeated prospect conversations, not data.

MY SITUATION

[Describe your product in a sentence or two, who you think your ICP is, and what you think people are using instead of you today. Then ask your specific question – e.g. "rewrite my homepage hero," "help me figure out my ICP," or "what am I actually competing against."]

WANT MORE THAN A ONE-OFF PROMPT

Install it as a permanent skill

If you use Claude Code (or any AI coding assistant that supports custom skills/instructions), you can install this as a standing capability instead of pasting the prompt every time — it'll trigger automatically any time you ask about positioning, homepage copy, or messaging.

1 Download SKILL.md

It's bundled with this document — the same framework above, formatted the way Claude Code reads custom skills.

2 Save it to your skills folder

`~/.claude/skills/positioning-messaging/SKILL.md` — create the folder if it doesn't exist yet.

3 Start a new session

Ask a positioning question — "what should my homepage hero say" or "who's my actual competition" — and it triggers automatically. No slash command needed.

COMMON QUESTIONS

Before you use it

Q. Does this work for a product that isn't B2B SaaS?

A. The framework was built on B2B startups, but the core mechanics — translation by stakeholder, competing against the status quo, narrow beats broad — apply to most positioning problems. The specific examples will land less precisely outside B2B, but the structure still holds.

Q. I don't use Claude Code. Can I still use this?

A. Yes — the prompt above works in any AI chat assistant. The skill install is only relevant if you're specifically on Claude Code or a tool with the same custom-skill pattern.

Q. Is this the whole framework?

A. It's the structural core — enough to rewrite a homepage, sharpen an ICP, or figure out real competition. It's deliberately a summary, not the full source material behind it.

Want it applied to your actual homepage?

Running this yourself gets you most of the way. If you'd rather have it done — audited, rewritten, and tested against your actual traffic — that's what we do.

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