```
def analyze_sentiment(text):
    analysis = TextBlob(text)
    if analysis.sentiment.polarity > 0:
        return "positive"
    elif analysis.sentiment.polarity < 0:
        return "negative"
    else:
        return "neutral"
text = "This is a great product!"
sentiment = analyze_sentiment(text)
print(f"The sentiment of the text is: {sentiment}")

The sentiment of the text is: positive</pre>
Start coding or generate with AI.
```