CHASM Positioning Framework

Position Element	Goal	Response
FOR	Describe your ideal target customer - who is the buying entity (usually an organization (don't focus on roles/ personas unless they are paying with their own money.)	
WHO NEED	Describe the business need or opportunity that the target customer wants to address.	
AND WANT	Describe the other factors - emotional - that influence their decision, but are not the reason to spend money.	
THE	Simply provide the name of the product/service/company that is being positioned.	
IS	Provide the category (usually a known category) that the market associates with your product/service.	
THAT	Define the compelling reason to buy. This is typically linked to the ability to address the needs, and possibly wants, described above.	
UNLIKE	List the primary way the target buyer tries to address the need today. This could be a company, a product, or an approach. You want something that target customer will recognize and understand.	
OUR PRODUCT	Describe your key competitive differentiation (the most important reason you are a better option than the alternative above). This is also typically linked to the needs and wants above.	