



PHASE 0

**Unaware of Hosting**

AWARE

PHASE 1

**Aware of Hosting**

SPARK

PHASE 2

**Considering Listing**

DECIDE

PHASE 3

**Publishing Listing**

PHASE 4

**Activating Listing**

1ST STAY


PHASE 5

**Settling into Hosting**

PHASE 6

**Optimizing Hosting**

2ND STAY



**Aware of hosting, but has  
not made the connection  
that hosting could be  
something they could do**

(“Maybe I could host”...)



That-moment



