



PHASE 0

**Unaware of Hosting**

AWARE

PHASE 1

**Aware of Hosting**

SPARK

PHASE 2

**Considering Listing**

DECIDE

PHASE 3

**Publishing Listing**

PUBLISH

PHASE 4

**Activating Listing**

1ST STAY

PHASE 5

**Settling into Hosting**

NTM STAY?

PHASE 6

**Optimizing Hosting**



Decisionment

(“I’m going to host”)







**Going through the list your  
space process and  
everything it involves**

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