

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


hosting (seed, read)



an article, talks to a

friend, etc)





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

