

	Stage 1: Brand Introduction	Stage 2: Research	Stage 3: Compare	Stage 4: Buy	Stage 5: Post-purchase Support	Stage 6: Retain
What are they feeling?						
What do they want?						
What is your promise?						
What is their justification?						
How will they feel in the next stage?						
What is the next step you want them to take?						
How do you get them to the next step?						