PATRALA

	Contact	Customer	Stakeholder
	A 2 Awareness do I know what this is and what it is offering?	R 4 Relevancy This definity is one of my options to meet my life needs	L 6 Loyalty This has become so meaningful its part of who I am
P 1 Participation how can we build participation in mutual thriving?	T 3 Trial I'm ready to try this and see if it adds value to my life.	A 5 Affinity I like this better, and if I lost it, something would be missing	A 7 Advocacy I believe in this so much I'll join and spread the mission

Conversion
I commit to being a customer instead of a contact

Stake Taking
This has become a mission for me, not just an product.