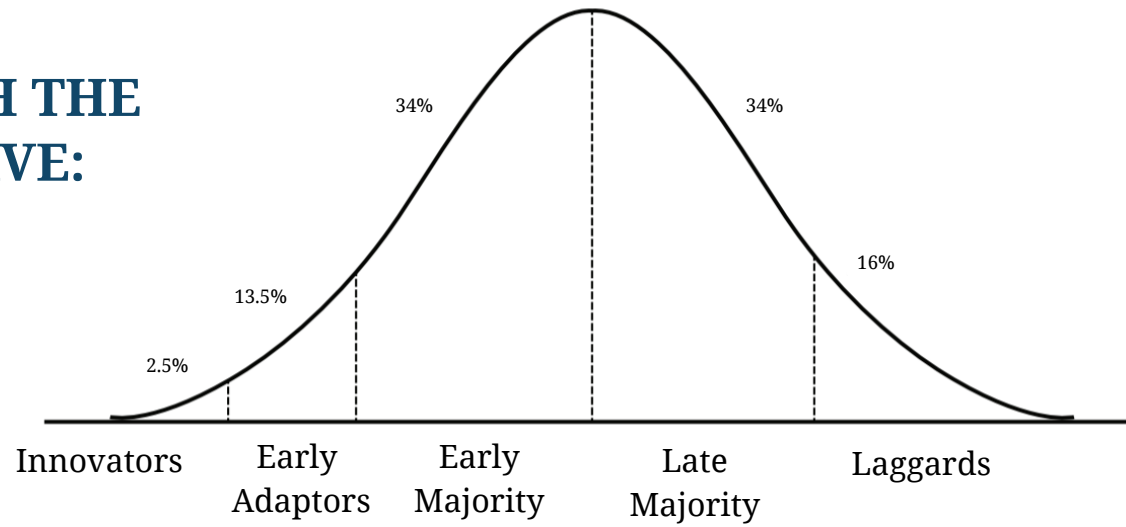


# WORKING WITH THE DIFFUSION CURVE: NAME NAMES



	Innovators	Early Adaptors	Early Majority	Late Majority	Laggards
Name Names					
Raise Awareness					
Build Will					
Behavior Change					