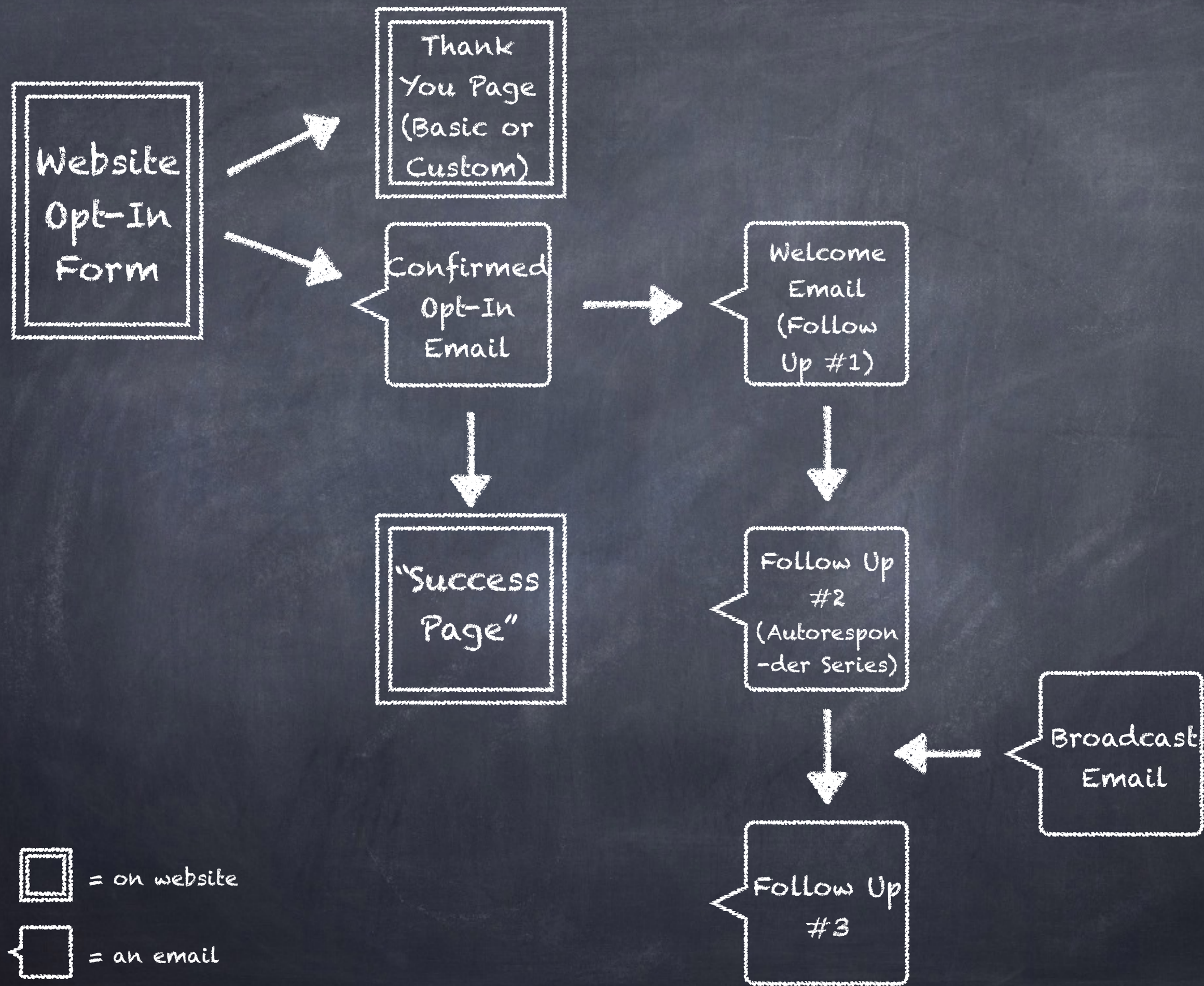
Website Opt-In Form
Thank You Page (Basic or Custom)
Confirmed Opt-In Email
Welcome Email (Follow Up #1)
"Success Page"
Follow Up #2 (Autorespon-der Series)
Broadcast Email
Follow Up #3
= on website
= an email