



The Situation

An eCommerce store selling patriotic and motorcycle gear wanted a sales funnel built to push tactical specific merchandise to their existing audience and to new audiences via Facebook ads.

Our Mini Tactical Flashlight is a beast of a light and serves as a backup self-defense tool should the unfortunate need for hand-to-hand combat arise.

It's ultra-bright (great for self-defense in darkness as it can temporarily blind an attacker), uses standard batteries you can find in any convenience store and is tough enough to last a lifetime of abuse!

Its serrated bezel makes it a powerful self-defense tool when used against soft body tissues such as eyes, nose, mouth, throat, ears, temples, groin, or armpits.

Our hope is that you are never faced with a self-defense situation where you need to protect yourself or loved ones—but we want to help you be prepared if you ever are.

All that aside, this Mini Tactical Flashlight will give you many years of faithful service as a tool for illuminating the darkness—whether to find something you dropped in your car, light your path while walking at night, or help you find the breaker box when the power goes out.



Limited Supply!

Because this is a FREE+shipping offer, these lights will go FAST—so claim yours now before they're all gone!

[» CLAIM NOW](#)

CLAIM YOUR FREE MINI TACTICAL FLASHLIGHT—PERFECT FOR EVERYDAY CARRY!

Get this awesome EDC Mini Tactical Flashlight—**FREE**—you only pay S&H!

- ✓ Precision-milled aluminum alloy
- ✓ Aggressive texture for excellent grip
- ✓ Ultra-bright Q5 CREE LED
- ✓ Modern EDC tactical design
- ✓ Serrated bezel for self-defense!
- ✓ Three modes: high/low/strobe
- ✓ Adjustable beam focus up to 1100ft!
- ✓ Requires only 1x AA battery
- ✓ Stainless and rust-proof
- ✓ Pocket clip
- ✓ Yours FREE today if you act now!



What Our Customer Say

66
★★★★★
Excellent high powered light, at night lets me check surroundings for any issues before letting my dogs out. Turns the night into day.
Tim J.

66
★★★★★
Love this product. Size weight and length of battery are all optimal.
Matt R.

66
★★★★★
So far, I have been impressed by this light. It has the different lighting settings and seems to last for quite some time, though I don't use the brightest settings.
James T.



Claim Your Flashlight Now!

Order your free tactical flashlight now while supplies last - just pay shipping!

[» Claim Your Free Mini Tactical Flashlight](#)

© 2016 Built USA All Rights Reserved.



Don't Miss Out—Click The Button To Claim Your **FREE** Tactical Light!

[» CLAIM NOW](#)

This Mini Tactical Flashlight Is A No-Brainer EDC Tool!

If you're going to carry a flashlight in your pocket or backpack, you want one that packs a punch—literally!

Our Mini Tactical Flashlight is a beast of a light and serves as a backup self-defense tool should the unfortunate need for hand-to-hand combat arise.

It's ultra-bright (great for self-defense in darkness as it can temporarily blind an attacker), uses standard batteries you can find in any convenience store and is tough enough to last a lifetime of abuse!

Its serrated bezel makes it a powerful self-defense tool when used against soft body tissues such as eyes, nose, mouth, throat, ears, temples, groin, or armpits.

Our hope is that you are never faced with a self-defense situation where you need to protect yourself or loved ones—but we want to help you be prepared if you ever are.

All that aside, this Mini Tactical Flashlight will give you many years of faithful service as a tool for illuminating the darkness—whether to find something you dropped in your car, light your path while walking at night, or help you find the breaker box when the power goes out.




Sales Funnel Build



WAIT! ADD A TACTICAL SELF-DEFENSE PEN TO YOUR ORDER FOR ONLY \$14.97

While Supplies Last—This Tactical Pen Is The Last-Resort Self-Defense Tool The Bad Guys Won't See Coming.



- ✓ Precision-milled alloy
- ✓ Discreet double design
- ✓ Aggressive grip pattern
- ✓ Tungsten steel emergency glass breaker
- ✓ Self-defense striking tip
- ✓ Bright single-mode LED flashlight
- ✓ Two AAA batteries (included)
- ✓ Durable stainless steel case
- ✓ 1x pen (with) cartridge
- ✓ Batteries included
- ✓ Only \$14.97 while supplies last!

Don't Miss Out—Click The Button To Claim Your Tactical Pen

➔ CLAIM NOW FOR ONLY \$14.97

This Tactical Pen Is A Functional Tool That Puts Self-Defense Confidence In Your Pocket

When you can't carry a firearm or a blade for whatever reason, this discreet multi-purpose self-defense tool will give you the confidence that you can defend yourself in a last resort back-to-back situation.

If you need to carry a pen for work or school, make it a Tactical Pen and have an assortment of useful tools wrapped up into one neat tactical package.

Whether it's a ballpoint pen that needs opening after a long day or something you dropped on the ground at night that needs being "re-tacticalized" for you to reuse.

And should you find yourself in a bad situation where you need to put up a fight—this tool will give you a tactical edge.

LIMITED SUPPLY!

Because we are offering these pens at a substantial discount, they will sell out FAST—so claim yours now before they're all gone!

➔ CLAIM THE OFFER NOW!

ONE-TIME OFFER—16-IN-1 Tactical Card Tool—Add For Only \$4.97 More!

When you're in a pinch, our EDC Tactical Card Tool is there for you with 16 tools in 1.

- ✓ Survival rope
- ✓ Slotted screwdriver
- ✓ Location finding hole
- ✓ Butterfly screw-wrench
- ✓ Scraper edge
- ✓ Blade
- ✓ Hex wrench x 4
- ✓ Saw blade
- ✓ Can opener
- ✓ Lanyard hole
- ✓ Ridge cutter
- ✓ Bottle opener
- ✓ Ruler
- ✓ Wide-flatthead screwdriver
- ✓ SOS in morse code
- ✓ HELP in morse code
- ✓ Only \$5 while supplies last!



Don't Miss Out, Click The Button Below To Claim Your Tactical Card

➔ CLAIM NOW

LIMITED SUPPLY!

This **Tactical Card** is a multi-use tool that will help you survive the *urban* jungle.

Whether you need to scrape ice from your windshield, catch a cold one for some refreshment, tighten a screw or two, create a clothes drying line or fish stringer, or create a simple makeshift tarp shelter—this tool can help you get the job done!

Small enough to fit in your wallet or slip in any pocket, this is a "must-have" EDC tool—buy a few for your best friends while you're at it!

Your Order Is Not Complete—One-Time Offer—Paracord Survival Kit—Add For Only \$9.97

This kit contains the "survival essentials." You don't want to get lost in the woods—but if you do, you'll be happy you have this.

This kit contains 15 essential survival tools:

- ✓ Paracord (8ft)
- ✓ Carabiner
- ✓ Fishing hooks (2)
- ✓ Fishing weights (2)
- ✓ Jigs (2)
- ✓ Ferrocarril rod
- ✓ Can opener
- ✓ Scissors (2.25in)
- ✓ Alcohol prep pad
- ✓ Fishing line (2)
- ✓ Fishing line
- ✓ Aluminum foil (1 sq ft)
- ✓ Tinder



Don't Miss Out, Click The Button Below To Claim Your Paracord Survival Kit!

➔ CLAIM NOW

LIMITED SUPPLY!

This Paracord Survival Kit is portable and versatile, and having one will

➔ CLAIM NOW

This **Paracord Survival Kit** will help you survive the *literal* jungle.

This little bundle of tightly wrapped paracord is a bundle of confidence packed with useful tools for when life takes a turn you weren't expecting, and you find yourself lost in the wilderness or in need of emergency tools.

It's got everything you need to catch a meal, start a fire, make a shelter, and signal for help—it might be the thing that saves your life!

The Outcome

We were hired to write the copy for, design, set up, and integrate their funnel on ClickFunnels.

We created an A/B split test for their funnel, integrated with their CRM, and integrated their funnel with their eCommerce backend through AppTrends.

Tools Used

"It is essential to have good tools, but it is also essential that the tools should be used in the right way." – Wallace D. Wattles



ClickFunnels

A funnel building platform that allows you to build beautiful yet highly converting funnels.



Google Analytics

A web analytics service offered by Google that tracks and reports website traffic.



Shopify

A web publishing software you can use to easily create a beautiful eCommerce website.



AppTrends

A platform that helps people connect Clickfunnel to Shopify for order fulfillment.

