



## The Situation

A business startup selling health supplements wanted a highly customized funnel built that featured one-time-only purchase options as well as subscribe and save purchase options built into the funnel as a widget. They needed a funnel that fit their “old world” branding and featured a membership area for content delivery.

**ARE YOU SEARCHING FOR WAYS TO FULLY RESTORE YOUR DIGESTIVE HEALTH?**  
**IMAGINE REDUCING DIGESTIVE DISCOMFORTS, IMPROVING ANXIETY, MOOD AND MEMORY, AND RECLAIMING YOUR LIFE...**

YOU CAN ELIMINATE DIGESTIVE ISSUES WITH A HOLISTIC TREATMENT AND RECLAIM YOUR LIFE - NATURALLY!

**THE TOTAL DIGESTIVE HEALTH PROGRAM INCLUDES:**

- Primal Digestive Enzymes
- Metabolism Balancing Meal Plan developed by a licensed nutritionist
- Access to the Middle World Family Membership where you can get professional guidance from 3 licensed experts (nutritionist, psychologist and fitness instructor)
- Access to the Membership Area with resources and bonuses
- FREE shipping

**SUBSCRIBE & SAVE (UP TO 47% OFF)**

AUTOMATIC DELIVERY + FREE SHIPPING	ONE-TIME PURCHASE
<p><b>40 BOTTLES EVERY 3 MONTHS</b></p> <p><b>BEST VALUE</b></p> <p><b>\$25</b> per bottle</p> <p><b>YOU SAVE \$120 + FREE SHIPPING</b></p> <p>ADD TO CHECKOUT</p>	<p><b>30 BOTTLES EVERY 2 MONTHS</b></p> <p><b>BEST SELLER</b></p> <p><b>\$29</b> per bottle</p> <p><b>YOU SAVE \$30 + FREE SHIPPING</b></p> <p>ADD TO CHECKOUT</p>
<p><b>16 BOTTLES EVERY MONTH</b></p> <p><b>HOTTEST</b></p> <p><b>\$35</b> per bottle</p> <p><b>ADD TO CHECKOUT</b></p>	

**MY PATH LEAD THROUGH ENDLESS AZILES OF SUPPLEMENT STORES...**

And through the maze of formulas with ingredients of questionable origin and purity.

So many "trial and error" engagements on myself! Did you know that at one point I was taking 5 pills in a morning before the meal, then doubling either digesting tea after breakfast followed by 4 in between meals drops and not one of supplements with health?

In fact, Middle World Holistic Digestive Supplements has put in your hands were born from months and months of **backstabbing experimentation** on my myself.

If you are on the same journey, **start with so many ineffective supplements, confused about what works and what doesn't**, then you need to hear my story.

I want to share with you the **discovery** that helped me tip the odds for restoring my digestive health and ultimately turn the downward spiral of worsening pain and progressing digestive issues into complete reversal of my health and vitality!

Click Tap to listen to my story.

**HOLISTIC TREATMENT FOR LONG-TERM RESULTS**

With Primal Digestive Enzymes you can **experience relief within hours** and the movement of food through your body will be smoother, making heavy meals seem to agree with your stomach better than before and leaving you **feeling less heavy and tired**.

While digestive enzymes can help your body break down hard to digest foods, you can experience an **amazing transformation** when you **amplify the effects of Primal Digestive Enzymes**. Don't leave the extra energy and temporary relief if gave you! Think of Primal Digestive Enzymes as a gentle welcome to the new you and encouraging push to get your life back on track.

You can **restore your digestive health** instead of just temporarily relieving symptoms by establishing **life-long healthy eating habits** and **cultivating a healthy lifestyle** free of digestive discomforts.

This is why we provide you with **all the tools and resources you need** in our **Total Digestive Health Program**, from temporary relief to resources on how to create new nutritional and lifestyle habits. Remember - it's little use to dig a yard after the house has caught fire. We are here to help you dig a well today.

**GET MY ENZYMES PROGRAM**

**HOLISTIC TREATMENT FOR LONG-TERM RESULTS**

With Primal Digestive Enzymes you can **experience relief within hours** and the movement of food through your body will be smoother, making heavy meals seem to agree with your stomach better than before and leaving you **feeling less heavy and tired**.

While digestive enzymes can help your body break down hard to digest foods, you can experience an **amazing transformation** when you **amplify the effects of Primal Digestive Enzymes**. Don't leave the extra energy and temporary relief if gave you! Think of Primal Digestive Enzymes as a gentle welcome to the new you and encouraging push to get your life back on track.

You can **restore your digestive health** instead of just temporarily relieving symptoms by establishing **life-long healthy eating habits** and **cultivating a healthy lifestyle** free of digestive discomforts.

This is why we provide you with **all the tools and resources you need** in our **Total Digestive Health Program**, from temporary relief to resources on how to create new nutritional and lifestyle habits. Remember - it's little use to dig a yard after the house has caught fire. We are here to help you dig a well today.

**WHAT ARE PRIMAL DIGESTIVE ENZYMES MADE OF?**

Highly active substances called enzymes **play an amazing role in digestion**. Enzymes are produced by the body to help completely break down food for proper absorption and are critical to all life processes. Without enzymes, life could not exist.

Unfortunately, the body's ability to produce enzymes **declines with age, poor food choices, and a sedentary lifestyle**. The more cooked food we consume, the sooner the body's capacity to make enzymes deteriorates.

In addition, the body's ability to produce enzymes can **diminish dramatically with stress, illness, and exposure to toxic chemicals**. With good digestion, the body can exert harmful organisms, reduce blood cholesterol, reduce blood glucose levels, and increase mental alertness. However - in your digestive tract, however.

Supplement Facts	
Serving Size: 1 Veggie-Capsule	Amount Per Serving: 1,522V
*Percent Daily Values are based on a diet of other people's secrets.	
Comprehensive Enzyme Blend	100%
Food-Grade Lactobacillus	100%
Lactobacillus acidophilus	100%
Lactobacillus casei	100%
Lactobacillus plantarum	100%
With 100% Natural, Non-GMO Ingredients	
Primal Specific Enzymes	50,000U*

## 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, integrated their funnel with their shipping software, and set up their Facebook and Instagram ad account.

- ✔ Built a highly customized funnel with a subscribe and save widget
- ✔ Created a membership on the backend of the funnel for meal plan and content delivery
- ✔ Created multiple OTO pages and single checkout pages of those OTOs so people could buy from within the membership dashboard
- ✔ Integrated with multiple 3rd-party platforms for email, shipping and more
- ✔ Set up their Facebook and Instagram ad campaign for product launch



# Sales Funnel Build



**stress, illness, and exposure to toxic chemicals.** With good digestion, the body can destroy harmful organisms, reduce blood cholesterol, reduce blood glucose levels, and improve mineral absorption. However, in poor digestion, incompletely digested food particles can lead to chronic illness, constipation, joint pain, diarrhea, allergies, fatigue, mood swings, rashes, and irritable bowel syndrome.

Our Primal Digestive Enzymes contain a unique and powerful combination of enzymes that assist the digestion of different foods:

<b>Lactobacillus plantarum</b>	100 Billion Colony Forming Units (CFU)
<b>Whey Protein Concentrate (Hydrolyzed)</b>	40,000 mg
<b>Protein Specific Enzymes</b>	40,000 IU
<b>Pepsin</b>	2000 IU
<b>Fat Specific Enzymes</b>	1500 USP
<b>Large Intestine</b>	800 IU
<b>Small Intestine</b>	800 IU
<b>Alpha Galactosidase</b>	300 IU

\*\* Daily Value (DV) not established

**Other Ingredients:** Cellulose, Vegetable Capsules, Vegetable Magnesium Stearate, Citrus Flavors

### PROTEINS

The following enzymes assist in breaking down hard to digest proteins:

**PROTEASE**  
Your first dose of protease comes from your mother's breastmilk and, even though it's one of the most primal enzymes, science has not shown interest in protease until recent cutting-edge biological research. These are enzymes that **aid the breakdown of proteins** in the body and **regulate metabolic function**. They are necessary for muscle recovery and the proper functioning of the digestive and immune systems, kidneys, liver, spleen, pancreas, and bloodstream.

**BROMELAIN**  
Bromelain is a group of enzymes found in the fruit and stem of the pineapple plant. Historically, natives of Central and South America used pineapple for a variety of ailments, such as digestive disorders. Besides its use for digestive problems, it also reduces pain and swelling and is also being used to treat **osteoporosis, cancer, and muscle cramps**.

**PAPAIN**  
This proteolytic enzyme is derived from the milky substance that oozes from the peel of the papaya. It breaks down the large protein bands in protein-rich foods into smaller amino acid building blocks. It is a **herbatic digestive aid** and is also used in **cancer prevention treatment** for its ability to potentially dissolve cancerous cells, protecting coating.

### FATS

The enzyme formulation also includes lipase, an enzyme which helps to break down hard to digest fats:

**LIPASE**  
Lipase is an enzyme that improves the use of fish and oils fats to be absorbed by the intestines. As such, it is **crucial for proper fat digestion** and is an **excellent natural gallbladder remedy**. These enzymes can improve B12, cyclic B12/B6, CoQ10, Choline, and maintain healthy cholesterol levels and cardiovascular health. It boosts nutrient absorption and supports weight loss.

### CARBS AND SUGARS

The processing of hard to digest carbs and sugars is also assisted by an enzyme known as alpha galactosidase.

**ALPHA GALACTOSIDASE**  
Many organs in your body need to secrete mucus to function properly. Examples include your stomach, small intestine, and armpits in the large. Cells lining these body cavities secrete galactosidase, which helps in the **production of smooth mucus** which helps protect your stomach lining and supports organs like the stomach, small intestine, and armpits in the large.

### DAIRY

The enzyme blend in Primal Digestive Enzymes also contains lactase, which helps to break down hard to digest dairy foods.

**LACTASE**  
The gradual decline in our ability to produce lactase after early childhood is a very common human trait. Around 70% of the world's population is **lactose intolerant**. By using supplements containing lactase, you can **improve key gastrointestinal symptoms**, especially gas.

To increase the efficacy of these enzymes, Primal Digestive Enzymes also contains a unique mix of probiotics. This includes **Lactobacillus acidophilus, Lactobacillus casei, and Lactobacillus Plantarum**, which help decrease cholesterol levels, break down bacteria, fight off disease-causing bacteria, and help your body to produce vitamins and promote weight loss.

**GET MY ENZYMES NOW!**

### WHAT'S DIFFERENT ABOUT OUR METABOLISM BALANCING MEAL PLAN?

**METABOLISM BALANCING MEAL PLAN**  
REGULAR PRICE \$69/90 WEEK **FREE!**

Developed by our own licensed nutritionist, the Metabolism-Balancing Meal Plan focuses on **regulating blood sugar, decreasing inflammation, and positively influencing your gallbladder and liver function** through healthy eating.

It was specifically made for people who experience digestive discomfort, gallbladder, and liver issues or have recently had their gallbladder removed. Containing both **healthy and delicious meals on the go** as well as **larger batch meals**, these meals are low in saturated fats and include important healthy fats.

**GET MY ENZYMES AND MEAL PLAN NOW!**

### GET PERSONAL ANSWERS TO YOUR QUESTIONS FROM THREE LICENSED EXPERTS IN THE MIDDLE WORLD FAMILY GROUP

MIDDLE WORLD FAMILY MEMBERSHIP FEE - **FREE!** FOR FIRST 200 MEMBERS

Instead of booking an appointment with a nutritionist, another one with a psychologist, as well as scheduling a session with a fitness trainer to ask the same questions and receive personal attention, answers, and guidance from our three licensed experts in the Middle World Family Facebook group, here you can ask all your specific questions without the hassle of office visits and insurance bills.

You're able to engage with others who experience digestive issues and ask any questions you have either about the program or general questions about nutrition, body movement, and emotional challenges.

This friendly, compassionate, and supportive community is committed to helping you remove all roadblocks on your path to restore and maintain digestive health. Our team is made up of:

**EVA CHANG**  
RESEARCHER  
Founder of Middle World Herbs, and your fellow traveler on the journey to happier and healthier you.

**ASK ME ABOUT**  
Natural Remedies for Digestive Issues

**DR. MARGO RAFAEL**  
PSYCHOLOGIST  
Clinical psychologist and the author of our Guided Visualization program.

**ASK ME ABOUT**  
Overcoming Habits and Power of Mind

**TESS COLLINS**  
FITNESS INSTRUCTOR  
Functional fitness instructor and author of our Vitality Bundle (Yoga, QiGong, and Acupressure self-massage).

**ASK ME ABOUT**  
Energy Flows and Mindful Body Movement

**AMBER AREVALOS**  
NUTRITIONIST  
Licensed nutritionist and author of our Eating Rhythm Method and Metabolism-Balancing Meal Plan.

**ASK ME ABOUT**  
Food Choices, Recipes and Digestion

**GET YOUR ENZYMES AND JOIN THE FAMILY!**

### BENEFITS OF PRIMAL DIGESTIVE ENZYMES

Total Digestive Health Program targets the root cause of digestive issues, allowing your body to restore and maintain its metabolic balance. But that's not all! As Hippocrates once said, "All disease begins in the gut." A body with a healthy gut will reward you with amazing benefits such as:

- Better Nutrient Absorption
- Lazy Gut Prevention
- Reduced B12 Symptoms
- Cleaner Skin
- Less Chronic Fatigue and Pain
- Less Anxiety, Better Mental Focus & Memory
- Autoimmune Disease Inhibition
- Methylation Support

## 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.



### Facebook

A social networking site that makes it easy for you to connect to your ideal target audience as a business.



### CF Pro Tools

A powerful collection of scripts meant to supercharge your Clickfunnels.

