

# Click&Sell.



# Introduction

This is not an e-book about web design. It is a sales manual. What truly makes a website sell is not just the design, but the customer experience and the correct structure that guides them to the purchase. Here, you will discover how to transform your website (and business) into a funnel.





# The Hidden Sales Structure

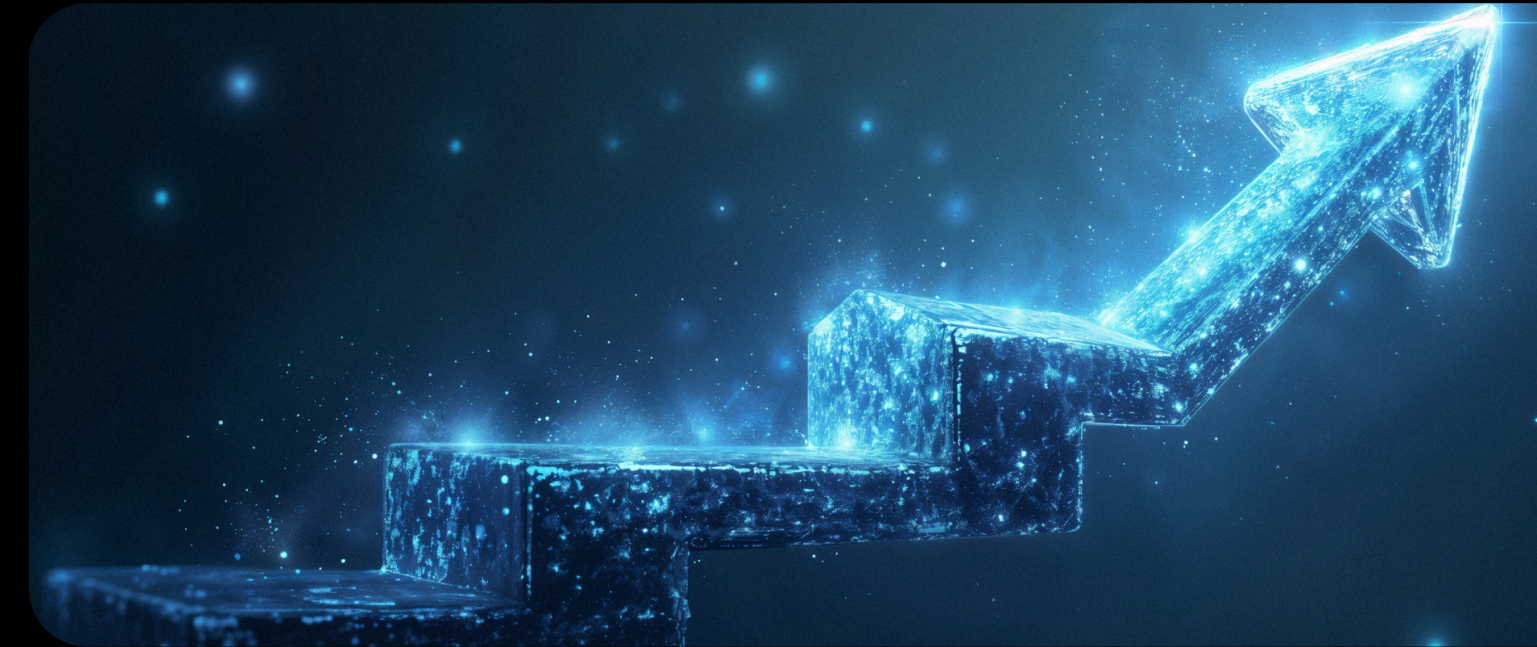
Think of your website as an iceberg. Most companies only show the tip (design and basic information). What really matters for sales is the submerged part: the methodology.

Our method is an adaptation of the strategies of **Russell Brunson**, the world's No. 1 in online sales, ensuring that your structure is globally proven. This structure is the key to the **Value Ladder**.

It transforms curious visitors into loyal buyers, ensuring that you sell the **right product** at the exact moment, increasing the value of each customer.



# Ready to Activate the Funnel?

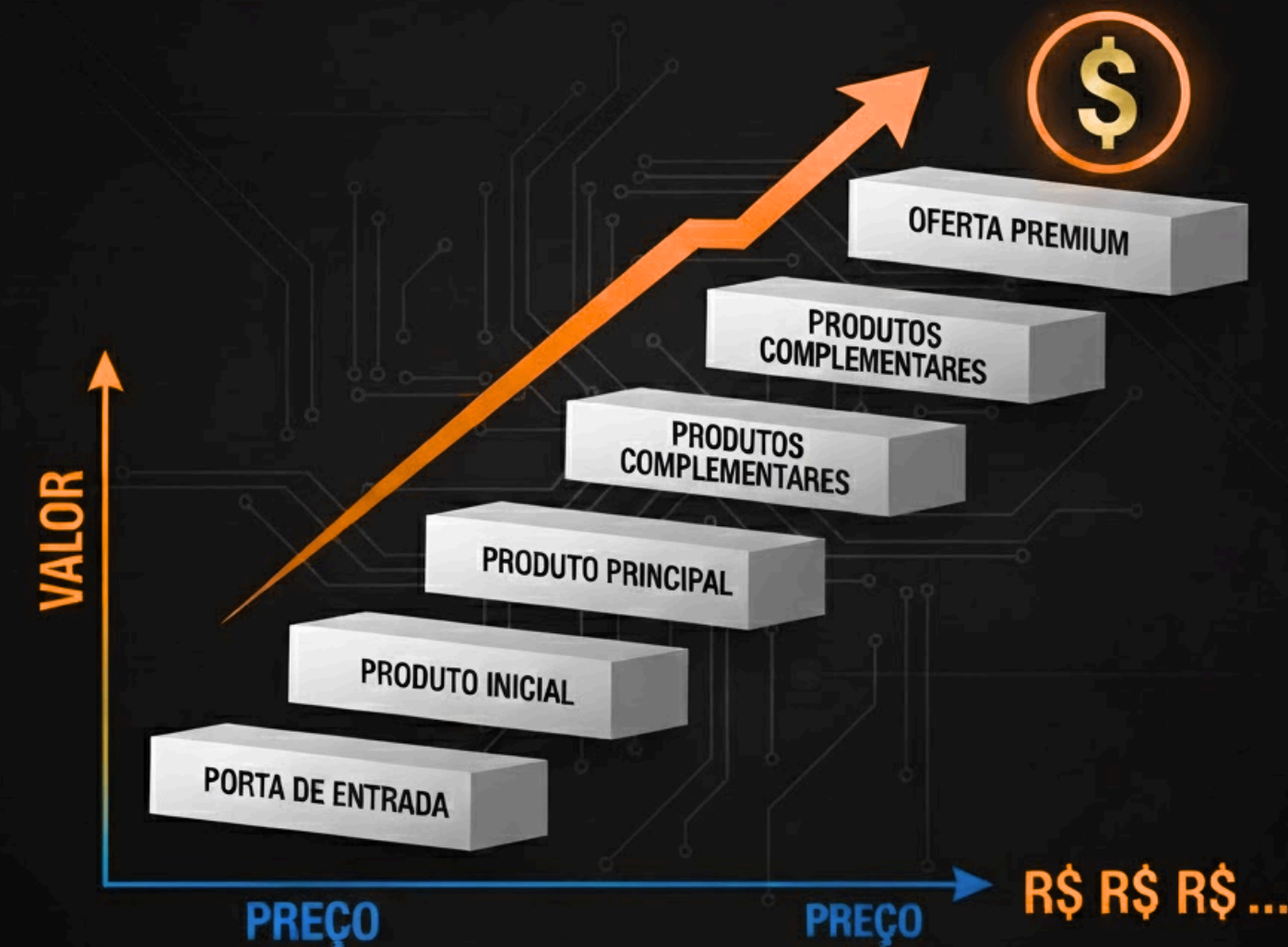


**Click & Sell** is the map for you to stop wasting clicks and **start building** a predictable sales system. You don't just need a prettier website; you need a website that functions as a **Value Ladder**. Let's dive into **Section 2** and understand how this Ladder works to transform cold visitors into high-value buyers.

# The Value Ladder

Every company that sells online has a hidden journey happening behind the website. This journey, inspired by the principles of Russell Brunson, is the Value Ladder. It transforms potential customers, guiding them from low-resistance offers to higher-value products, increasing your final ticket and your company's LTV (Lifetime Value). Next, we will explain the function of each of these steps.

## A ESCADA DE VALOR





# Bait / Entry

The **Entrance**, or **Bait**, is your first contact: a free offer of immediate value and zero risk. The goal is to attract your potential customer, generate curiosity, and build trust, moving them forward to the next stages. Here, you don't sell; you generate value, breaking the ice and creating the first connection. Examples:

**For Products:** PDF Guide "7 Looks that sell on Instagram" or Free Sample.

**For Services:** Checklist "5 Mistakes that make you lose customers" or Free Mini-class.

STEP 1

VALUE: FREE



# Initial Low-Ticket Product

STEP 2

VALUE: \$7 - \$97

LOW TICKET

This is the step where the lead becomes a paying customer for the first time. The Initial Product is a low-priced offer with high perceived value and fast delivery.

The goal is not profit, but to break the purchase barrier and have the customer experience your quality with minimal risk. They should think: If the cheap one is already this good, the main one will be amazing!

This stage is crucial for building trust and psychologically preparing the customer for larger investments, validating your expertise. A Mini-Course or Introductory Training focused on a specific pain point of your audience, delivering study materials and a quick result.



# Main Product

This is the **heart** of your offer, the product or service your business was created to deliver. This is where you generate real profit, delivering the complete solution to the customer's main problem. The **customer** has already been warmed up and trusts your expertise, being ready to invest in a **serious and lasting** transformation. Examples:

**For High-Value Digital/Physical Products:** Your Complete Course, a Group Mentorship Program, or an Exclusive Collection of Items.

**For Consulting/Agency Services:** A Premium Website Creation Project, a Complete Strategic Consultancy, a Mid-Term Traffic Management Plan, or an Individual Mentorship Program.

STEP 3

VALUE: \$197 - \$1997

HIGH TICKET



# Upsell | Cross-sell

STEP 4

VALUE: \$237 - \$797

MEDIUM TICKET

The Upsell is the strategic offer that multiplies the customer's total value. Usually offered immediately after the main **purchase**, the customer is open to investing in something that enhances, accelerates, or expands their initial solution. The **goal** is to increase the LTV (Lifetime Value), enriching the experience and maximizing your revenue in a smooth and persuasive way.

It can be any product or service that complements the main solution, **making it even more powerful**. Think of something the customer desires to achieve faster, deeper, or more complete **results**. This may include advanced modules, exclusive tools, support **packages**, or specific enhancement consultancies.





# Premium Offer

The pinnacle of your Value Ladder: your most complete, exclusive, and personalized offer. Dedicated to customers seeking maximum results with speed and depth, desiring only the **BEST**. Here, you deliver a high-level transformation, creating superfans and brand ambassadors.

**For High-Value Digital/Physical Products:** 1:1 Mentorship Programs, Intensive Immersion Projects, or Lifetime Access to a Premium Platform.

**For Consulting/Agency Services:** Individual Strategic Consulting with ongoing support, Full Project Management (Annual), or Personalized Solution Development.

STEP 5

VALUE: \$1997 - \$9997

HIGH TICKET

# Activate Your Strategy



Now that you have uncovered every step of the **Value Ladder**, you have realized the unique strategic function of each stage. From the first contact to the premium client, every offer has its role. To apply this powerful **methodology**, it is essential to use the right type of website for each step.

We will talk more about this next.

# The Eight Types of Websites

You have mastered the Value Ladder. Now, see how each step materializes online. There are different types of websites, each with a unique strategic function to attract, convert, and retain. It's not enough to just have a website: you need the **RIGHT WEBSITE** for each stage of your funnel. In the following section, we will detail the 8 essential types. Discover which one matches your goal for each step of the Value Ladder, transforming visitors into buyers.



# Capture Page

This is your primary tool for attracting leads. With a clear **promise** and a free digital **lead magnet** (or a minimum value up to \$9.90), its sole objective is to collect contact data (such as email), transforming an anonymous visitor into a potential customer. Success here means getting the customer's first "YES"! Immediately after the capture, the customer is taken to the **next page** of the Value Ladder, where the first low-ticket offer or your main product will be sold.

After saying yes to you for the **first time** here on the capture page, it will be much easier to get the second yes on the **subsequent** pages.

I create capture pages with very high conversion rates.  
Talk to me by clicking here!



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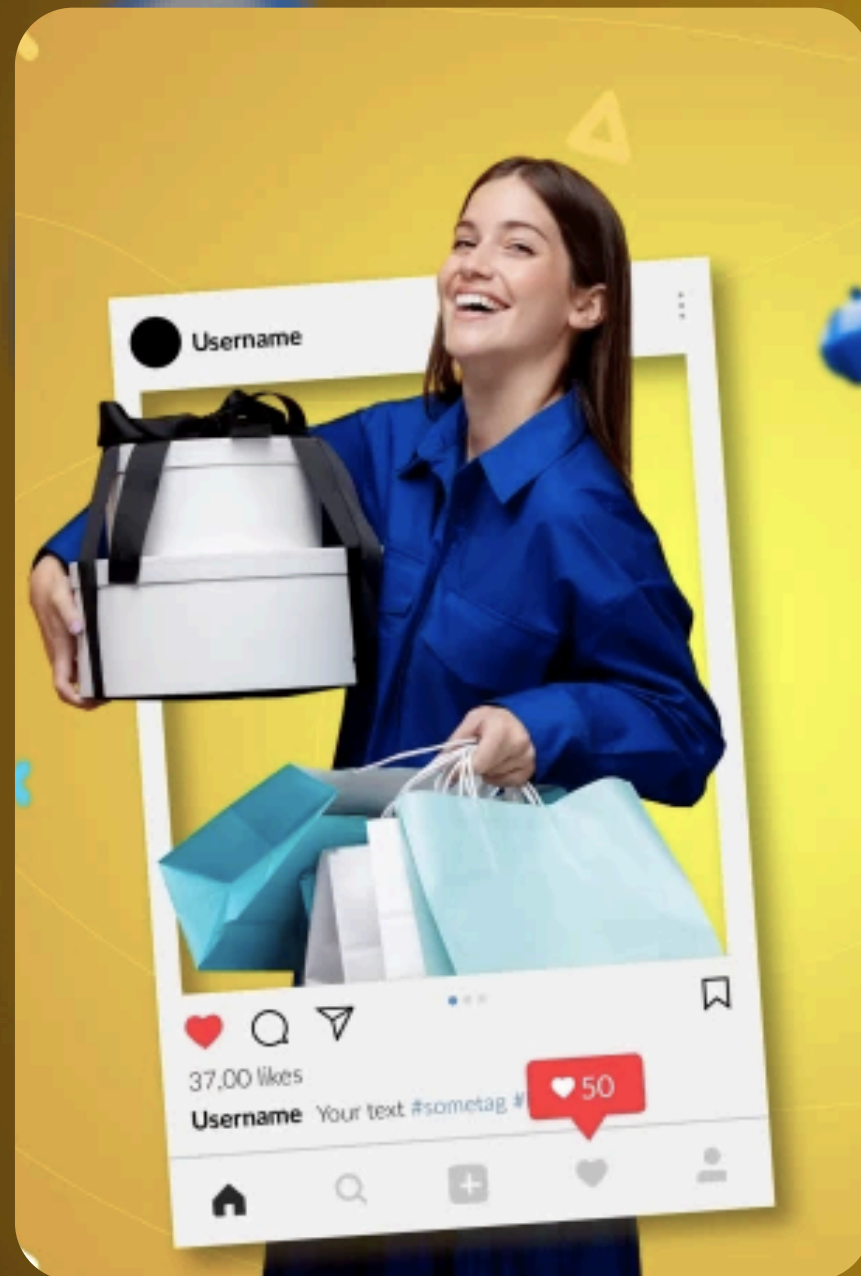
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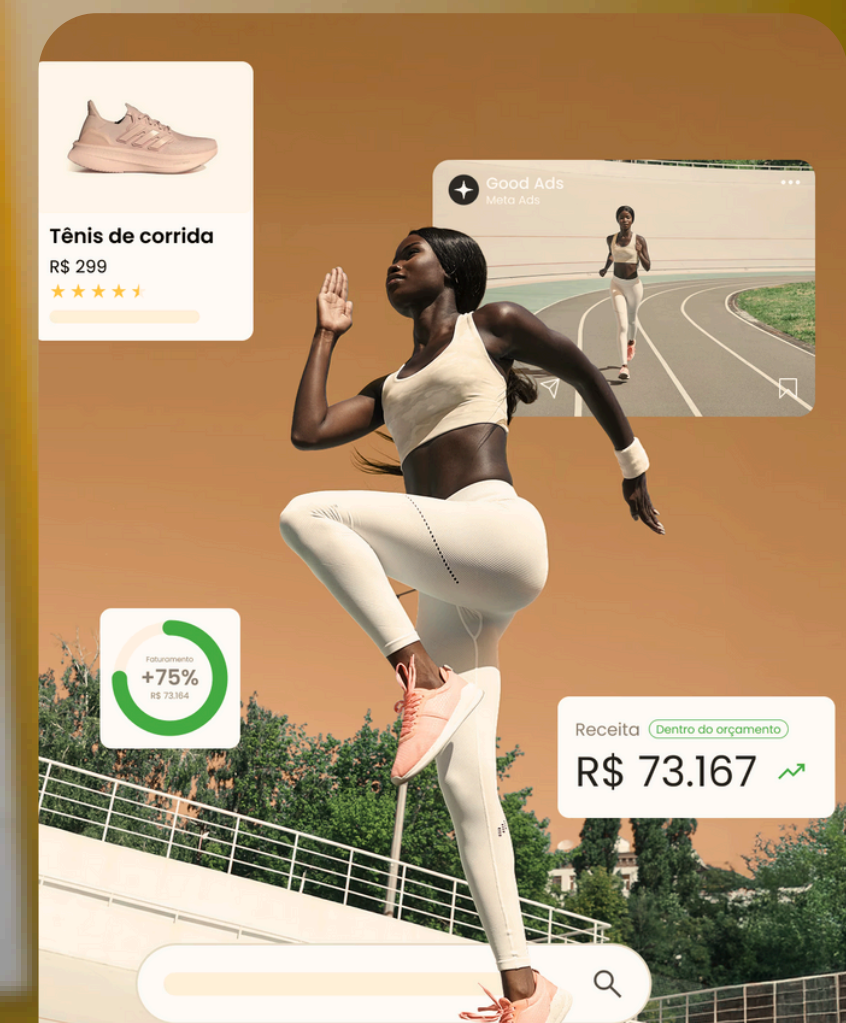
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# Traffic on the Capture Page



Directing paid traffic to your Capture Page is a smart investment. You qualify cold audiences at a low cost, attracting real prospects. You capture data for powerful remarketing and future campaigns, while strategically building your contact list. It is the most effective way to start the Value Ladder, ensuring growth and predictable sales.





Focused on conversion, the Landing Page is the ideal tool to sell a single product, service, or specific campaign. Its design is direct, without distractions, which makes it perfect for paid traffic campaigns. It is used after the Capture Page, or as the initial step of the Value Ladder for low-ticket offers, transforming warm leads into paying customers. It is the key to your first sale and to moving the customer forward in the funnel.

I am a specialist in high-conversion optimized LPs and direct funnels. Talk to me by clicking here!

# Landing Page

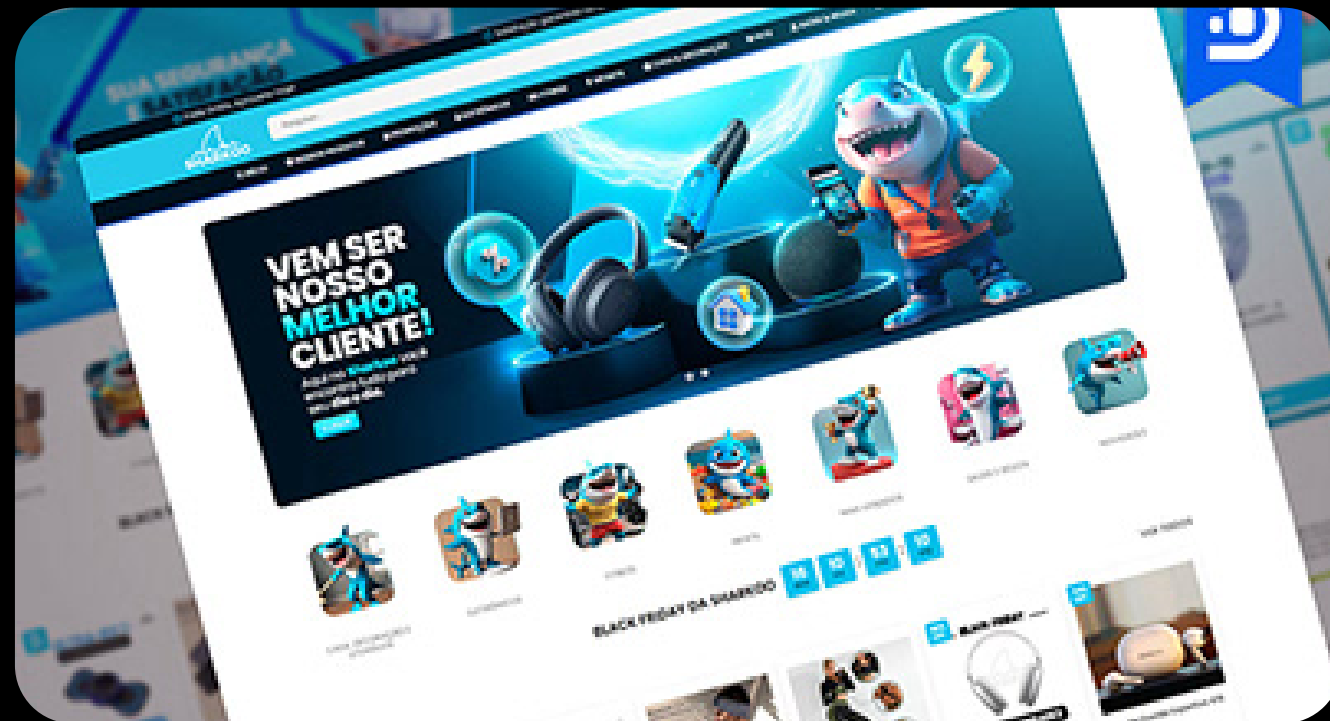


# Institutional Website

The Institutional Website is crucial for building authority and credibility for your high-standard brand. It presents your company, your mission, and your differentiators, conveying security. Great for branding, it is ideal for companies with multiple services and concentrates key information. It can be used from the first contact of the Value Ladder, solidifying trust for higher-value offers and transforming prospects into long-term partners.

[I develop modern institutional websites with strategic hierarchy and a focus on authority. Talk to me by clicking here!](#)

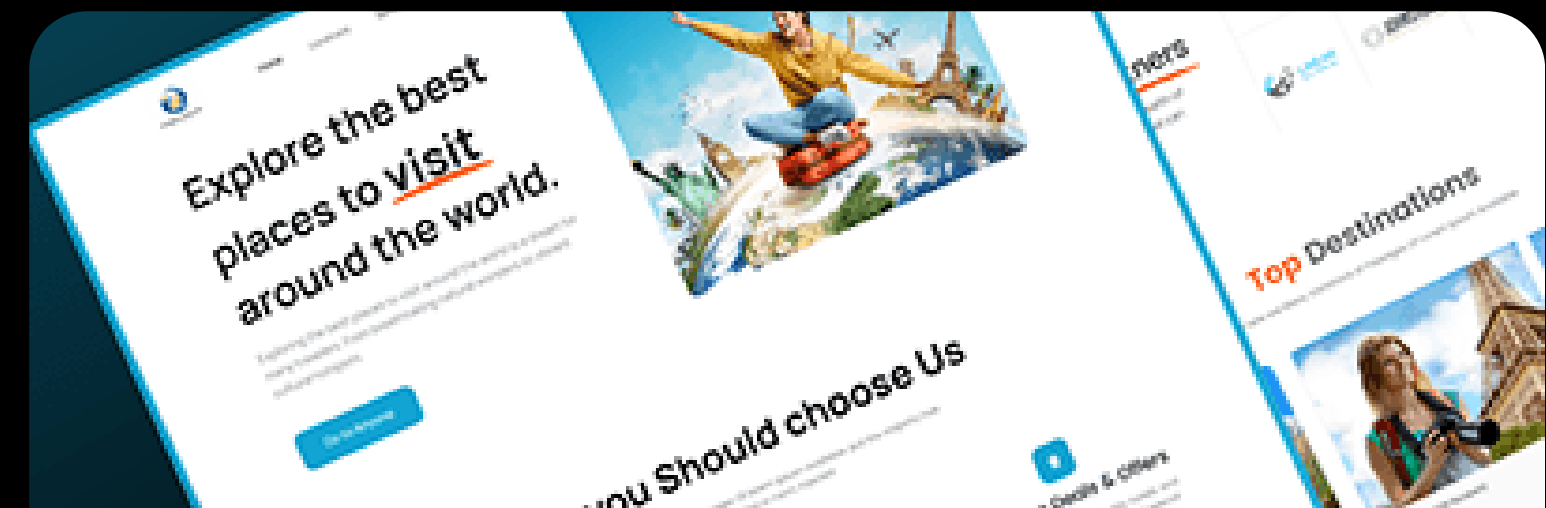




# Online Store

The Online Store is the ideal environment for those selling high-standard physical or digital products. With a robust checkout structure and social proof, it is optimized for direct conversion. Generally positioned from the Initial Product stage in the Value Ladder, it allows the customer to explore your catalog, make secure purchases, and scale your sales.

I implement complete online stores with a focus on conversion and premium experience. Talk to me by [clicking here!](#)



# Upsell for Online Stores



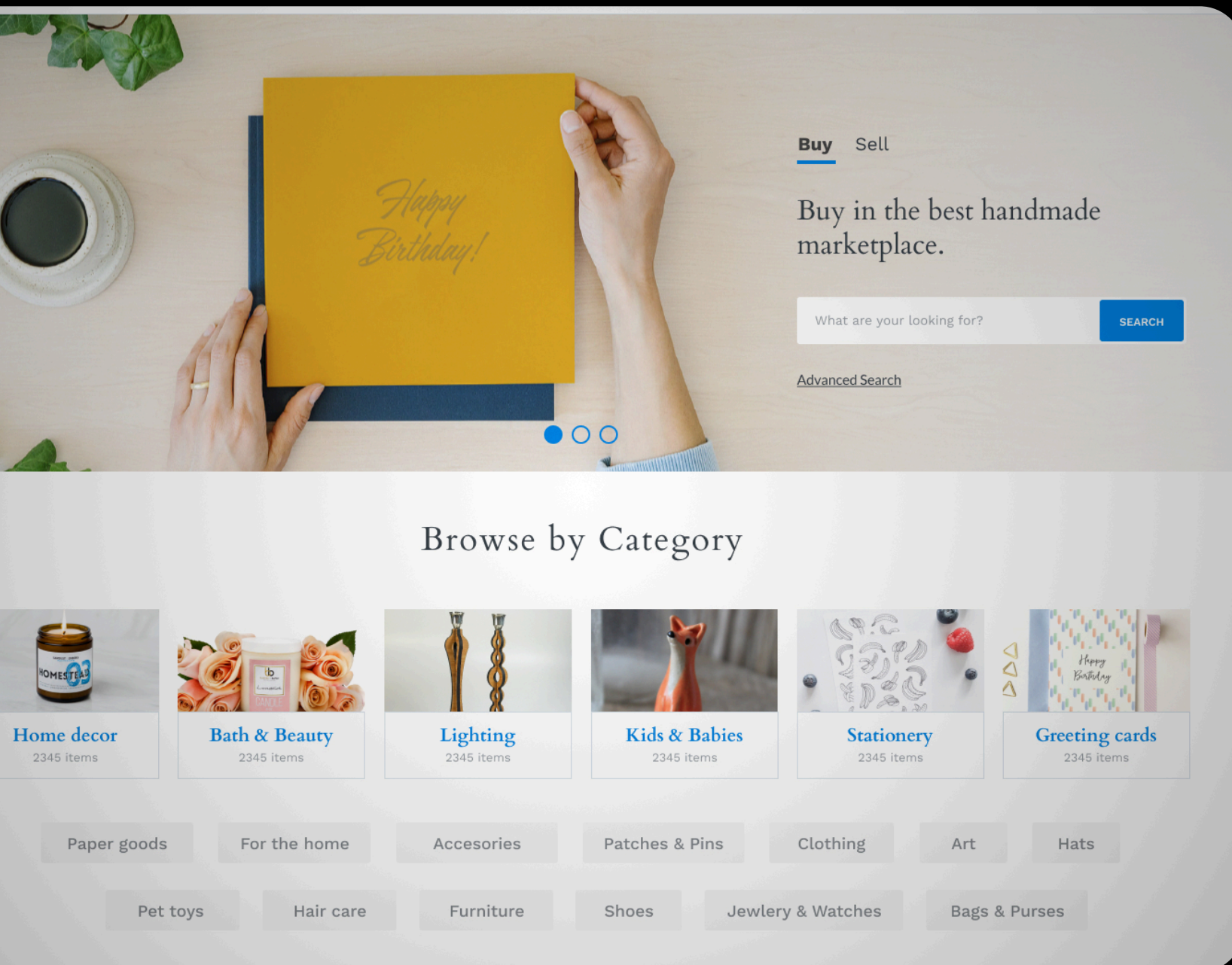
In Online Stores, Upsell is a profit engine. Immediately after the main purchase, on the **Thank You Page**, you offer complementary products. For example, if the customer bought a dress, they can be offered a matching belt or a "buy 2 pay 1" deal. This increases the **average ticket** and LTV, optimizing every sale.

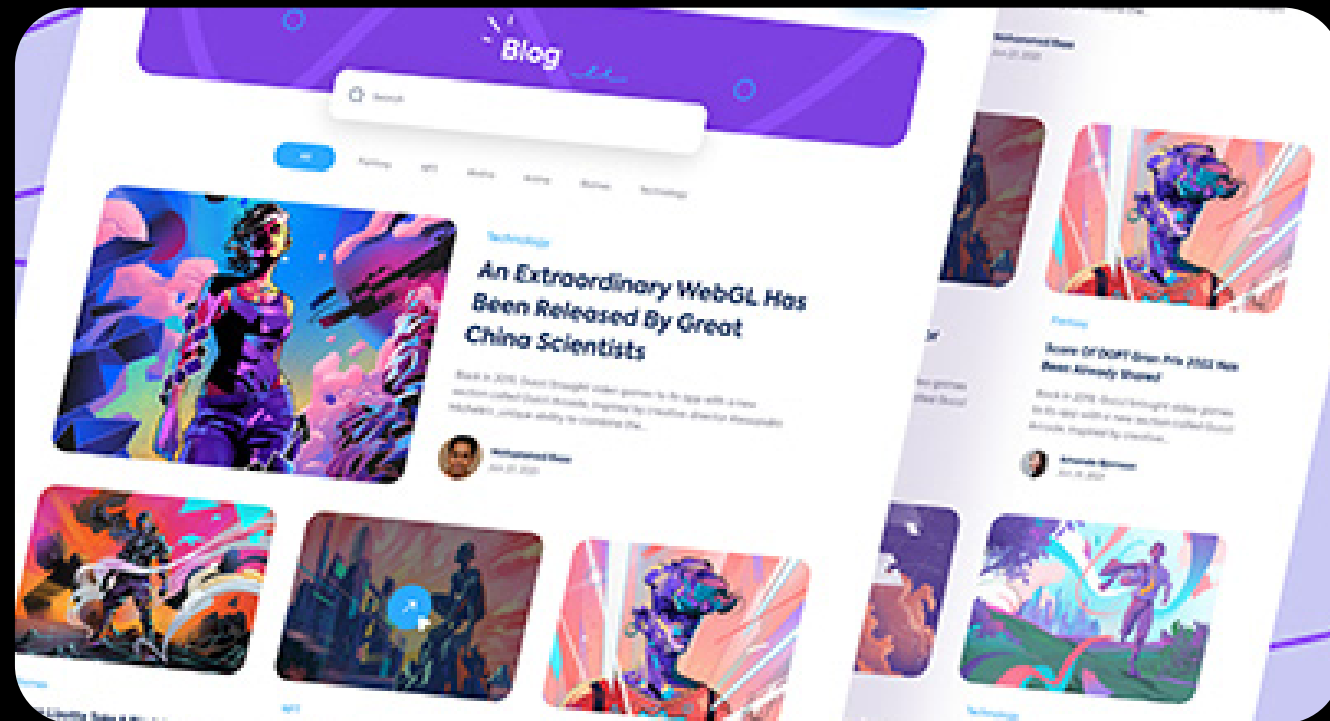


# Marketplace

A Marketplace is an advanced platform that connects buyers and multiple sellers. Its complex functionality requires a robust registration and management system, creating a complete digital ecosystem. In the Value Ladder, it acts as a central hub for various offers, scaling profit potential by allowing others to sell through your structure.

[For marketplaces with registration systems and exclusive pages for each seller. Talk to me by clicking here!](#)

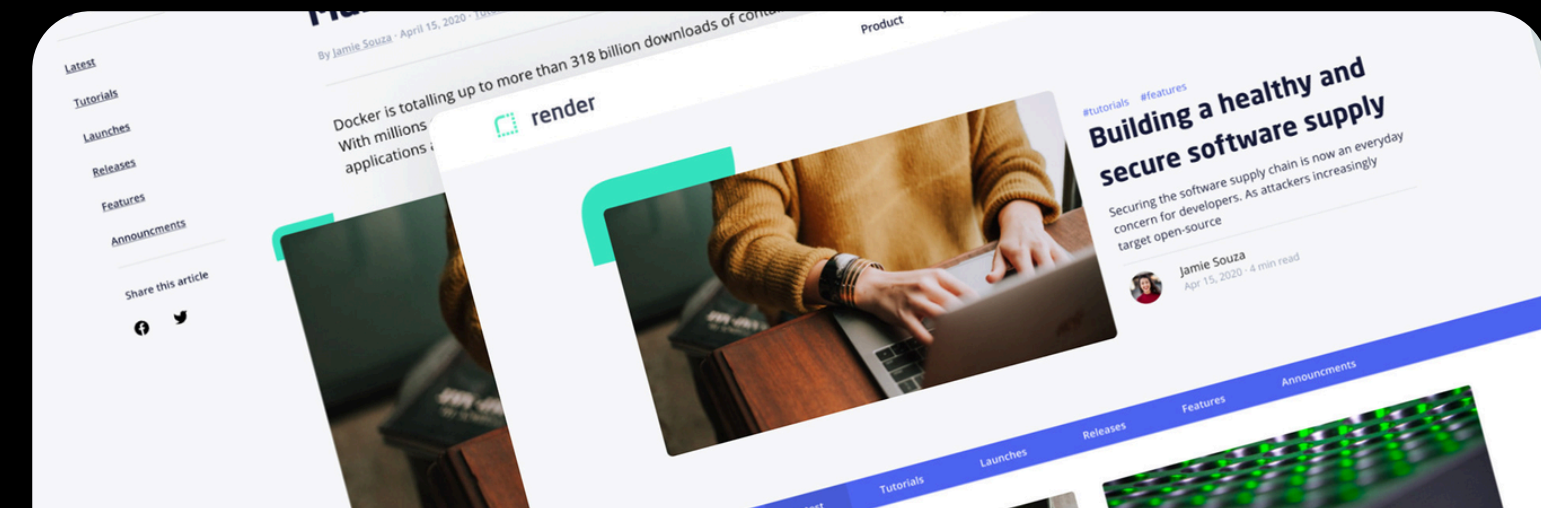




A Blog is fundamental for generating organic traffic and authority via SEO. It attracts qualified visitors with relevant content, positioning your brand as an expert. In the Value Ladder, the Blog works in the early stages (Lead Magnet and Initial Product), warming up the audience and nurturing the relationship before converting to higher-value products. It is also excellent for capturing emails.

# Blog

I create blogs with an authority structure, fluid reading, and optimized to attract your ideal client.  
Talk to me by clicking here!



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ENTRAR NO GRUPO DO WHATSAPP

Agora você só precisa entrar no meu **grupo exclusivo de Whatsapp** para ser lembrado das aulas. Fique tranquilo, o grupo está silenciado!

**Nos vemos em breve!**  
**Favelado Investidor**

# Thank You Page

The Thank You Page is a valuable strategic asset, often underestimated. Immediately following a conversion (whether it's a lead or a sale), it serves to confirm the action and, crucially, present an immediate Upsell. In the Value Ladder, this page accelerates the increase of LTV (Lifetime Value), turning a single "yes" into multiple sales with complementary and irresistible offers.

[I position complementary offers on thank-you pages with strategic copy to maximize your profit. Talk to me by clicking here!](#)



# Members Area

The Members Area is the exclusive space for delivering courses, training, and premium content to your clients. More than just a teaching platform, a customized Members Area can become a continuous sales hub for those who have already purchased from you. It is the ideal place to offer new products, services, courses, and upsells, strengthening retention, engagement, and LTV at the top of the Value Ladder.

[I structure Members Areas with gamification and sales features, focused on retention and profit. Talk to me by clicking here!](#)



# Funnel Types

You have mastered the Value Ladder and know the different types of websites. Now, let's move to the part that actually makes the customer buy: Sales Funnels. Each funnel is a strategic map that guides the customer through your Value Ladder, from the first contact to the most premium offer. The goal is to maximize every interaction, transforming interest into predictable revenue.





# Capture → Offer → Upsell

This funnel is the classic way to start the Value Ladder and one of the most powerful for those seeking digital growth. It begins with a highly optimized Capture Page, designed to attract qualified leads and get the first "YES" from your potential customer. Immediately after capture, the lead is directed to a strategic Landing Page that presents and sells your Initial Product, your first value "Offer" (or your main product, depending on the price).

After the purchase, a Thank You Page is used to present a complementary Upsell, maximizing the average ticket of the sale. It is an efficient and proven flow to transform visitors into customers and multiply LTV quickly, ensuring profitable and predictable customer acquisition.

FUNNEL 1

DATA CAPTURE

SALES



# Institutional → LP → Closing

DISCOVERY

AUTHORITY

MEETING/SALE

This **funnel** is vital for high-ticket companies that negotiate complex services and require extreme credibility and authority before any quote. The customer begins the journey on the **Institutional Website**, where trust is solidified through strong branding and social proof.

Next, they are directed to a specific **Landing Page (LP)** that presents the value proposition of a service or diagnosis. The **final point** is the Closing, which occurs in a consultative and direct manner (via WhatsApp or meeting scheduling), transforming the built authority into a serious sale. This is the ideal map for converting cold leads into long-term partners.





## Store → Recovery → Flash Offer

This funnel is the specialist in recovering lost profit in e-commerce. The journey begins at the E-commerce Checkout, but the customer, for some reason, abandons the cart. Thanks to automation and tracking (with pixels and tags), you can identify exactly who left and what they left behind.

The customer is then "followed" with an irresistible Flash Offer (such as a 10% discount or free shipping), breaking the final objection to encourage them to complete the purchase.

It is an essential flow, activated by automation, to maximize the conversion rate and ensure no money is left on the table, turning abandonment into revenue.

ABANDONMENT/TRACKING

AUTOMATION/OFFER

RECOVERY



This funnel is the **ideal map** for converting cold traffic into high-value sales meetings. The **journey** starts with a targeted **Ad** that directs the lead to a Landing Page (LP) focused on a specific problem. The LP uses strong Social Proof (cases and testimonials) to quickly build authority, raising the perception of value.

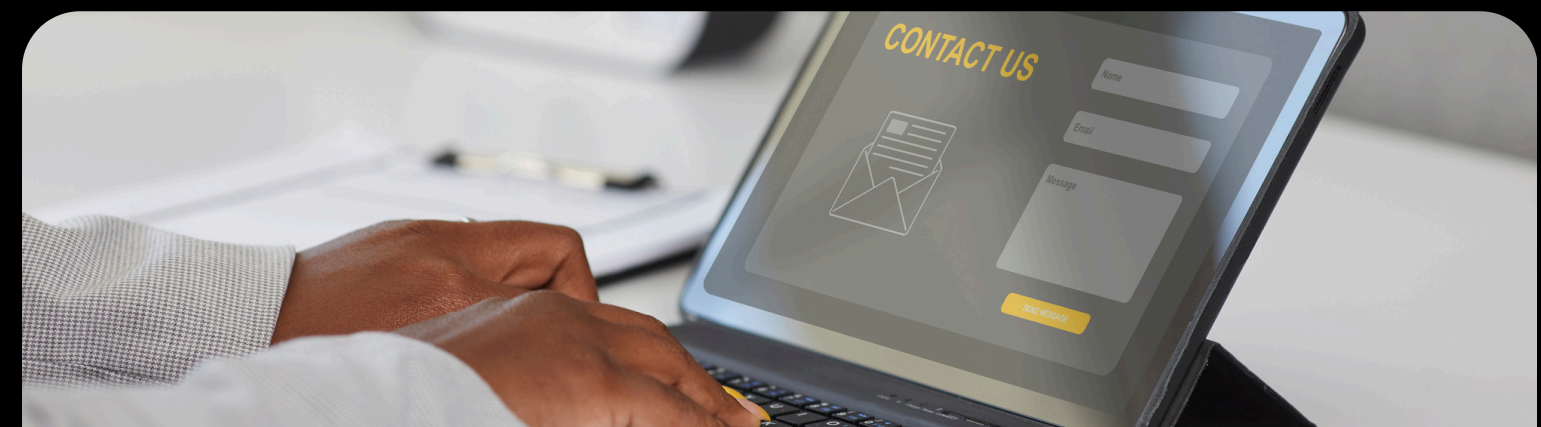
The final CTA does not seek a **direct sale**, but rather a time commitment: the lead is directed to WhatsApp or to a meeting/consultative call scheduling. This Closing stage, **mediated** by you, is where authority transforms into a personalized and profitable proposal, **consolidating** trust for a high-ticket contract.

# Services → Consultative Closing

AD/LP

SOCIAL PROOF

CALL/PROPOSAL



# Building your sales machine

You master the Value Ladder and know the tools (the types of websites). The greatest strength of a successful **digital strategy** is the right combination of these elements. In this section, you will see 3 visual and practical examples of how to integrate Landing Pages, Capture Pages, **Upsells**, and Websites to create an **automatic** sales flow optimized for your business.



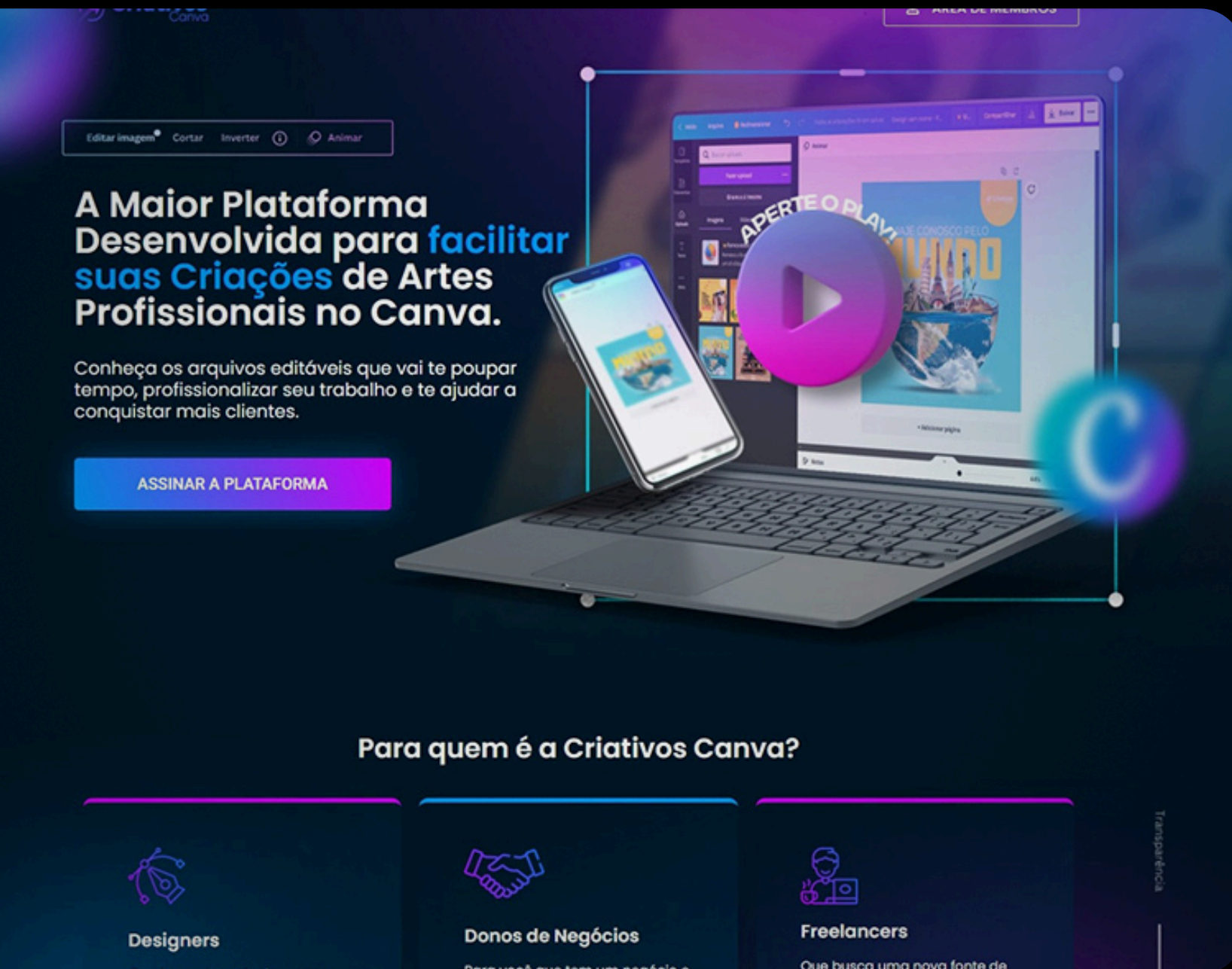
CASE 1

# Infoproduct Sale

This funnel is ideal for scaling your knowledge, creating an automated and recurring sales flow. The journey begins on the **Capture Page** with a free lead magnet. The warmed-up lead proceeds to the **Sales Page** (Main Product). The Value Ladder is activated immediately on the **Thank You Page**, which offers a complementary Upsell. Finally, the customer accesses the content in the **Members' Area**, which becomes a hub for new premium offers.

SUMMARIZED STAGES:

- Capture Page: Free Lead Magnet (Acquisition)
- Sales Page: Main Product Sale
- Thank You Page: Upsell Presentation
- Members' Area: Content Hub and Premium Offers





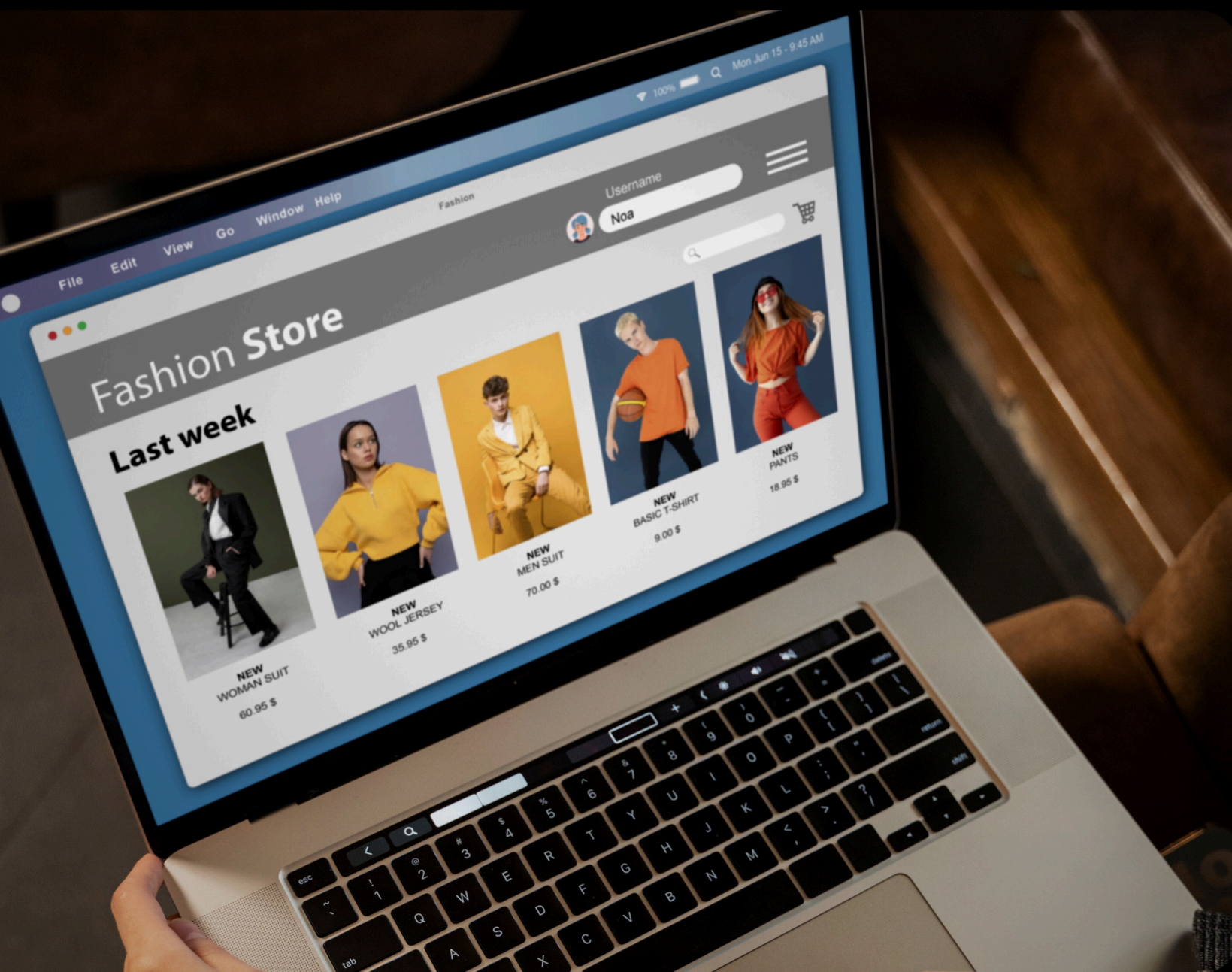
## CASE 2

# Service Sale

This is the **ideal flow** for high-ticket services and consulting. It transforms cold leads into qualified meeting opportunities. The customer is attracted by a targeted Ad and directed to a **Landing Page**, where the offer is **presented**. The goal is not an immediate sale, but rather to lead the customer to WhatsApp for the initial conversation. The process culminates in the Proposal Page, an exclusive document that serves as the foundation for the **formal closing**, ensuring that perceived value is at its peak before the final decision.

**SUMMARIZED STAGES:**

- Ad: Acquisition of cold and segmented traffic.
- Landing Page: Offer presentation and initial authority building.
- WhatsApp: Qualification and first consultative contact.
- Proposal Page: Exclusive document for high-value closing.



## CASE 3

# Ecommerce

This funnel is entirely focused on efficiency and sales recovery. The customer begins the journey in the Store, proceeds through the **Cart**, but the key to the flow lies after the purchase: the Thank You Page is used for an immediate Upsell. The vital point is the Online Remarketing **Sequence**, which follows customers who abandoned their carts or who have already purchased, ensuring that the sales cycle is **fully automated** and profit is maximized.

### SUMMARIZED STAGES:

- Store: Catalog presentation and attraction.
- Cart: Selection process and checkout.
- Thank You Page: Profit multiplication (Immediate Upsell).
- Remarketing Sequence: Automation and recovery of lost sales.

# Essential Elements

You already know what to sell (Value Ladder) and how to connect the pages (Funnel Types). Now, focus on the detail that multiplies profit. If one of these essential elements is missing from your website – from copy to tracking – you are losing money. This section reveals the 9 tactical points of a website that sells, transforming your structure into a flawless conversion machine.





# Message and Experience

A website that sells speaks the customer's language and guides them effortlessly, transforming interest into action. These elements are vital for navigation and the absorption of your message.

## ESSENTIAL ITEMS:

1. Copy Adapted to the Audience: The message needs to resonate with the pain, desire, and level of awareness of your premium audience, not just look pretty.
2. Layout that Guides the Eye: The design must have a clear visual hierarchy, directing the user straight to the offer and the CTA.
3. Mobile-Friendly Structure: Your site needs to be perfect on all devices, especially on mobile (where most traffic is), without losing speed or clarity.



# Trust and Data

These are the pillars that eliminate doubt and boost hidden sales. Speed retains the customer; the CTA ensures action; Social Proof builds credibility; and Tracking is the invisible asset that allows you to keep selling even after the customer leaves your site.

## ESSENTIAL ITEMS:

1. Social Proof: Testimonials, cases, and numbers that validate your authority and eliminate objections.
2. Clear and Present CTA: The action button must be obvious, persuasive, and visible at all strategic moments on the page.
3. Loading Speed: Every lost second means a higher bounce rate. Your site needs to be fast to retain high-value traffic.



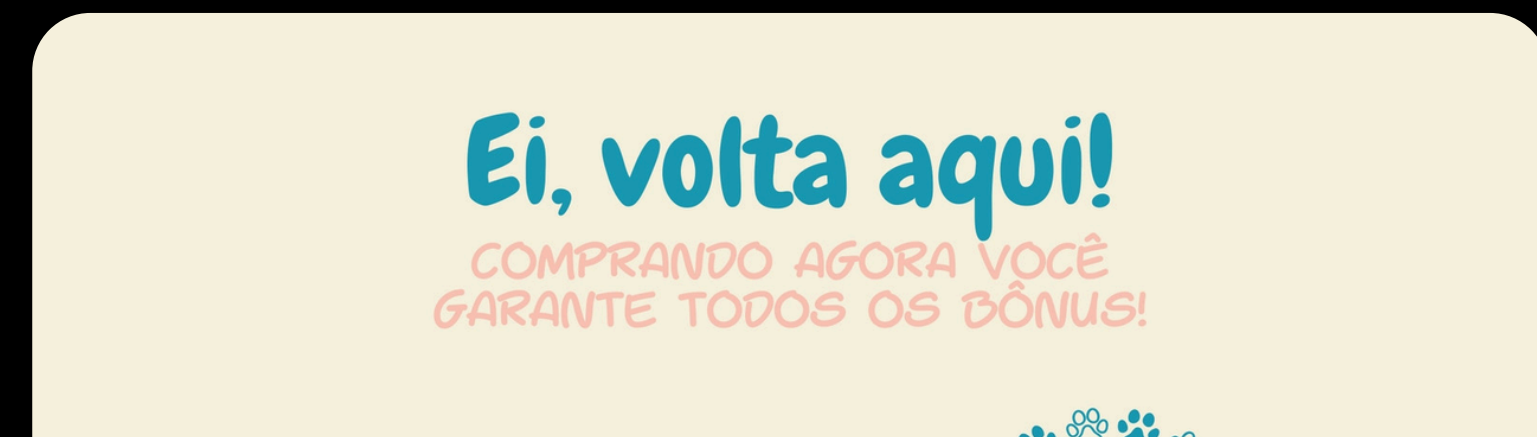


These are the elements that ensure you capitalize on every visit, even when the customer is about to leave. The goal is to capture lost attention or nurture the relationship to bring them back and close the sale in an automated and intelligent way.

**ESSENTIAL ITEMS:**

1. Smart Remarketing: Using tracking (Pixel/Tags) to follow the customer with specific and relevant ads after they leave the site, ensuring their return.
2. Strategic Popups: Presenting offers (discounts, exclusive material) at the exact moment, such as upon exit-intent, to prevent the loss of that lead.

# Triggers and Strategy



# The Click & Sell Structure

This Click & Sell Structure is based on globally proven strategies and inspired by Russell Brunson's trilogy: **DotCom Secrets**, **Expert Secrets**, and **Traffic Secrets**. We have adapted this global success methodology to create a practical solution for institutional websites, landing pages, and stores in the every market. It is the union of the greatest authority in online sales with your high-level execution.



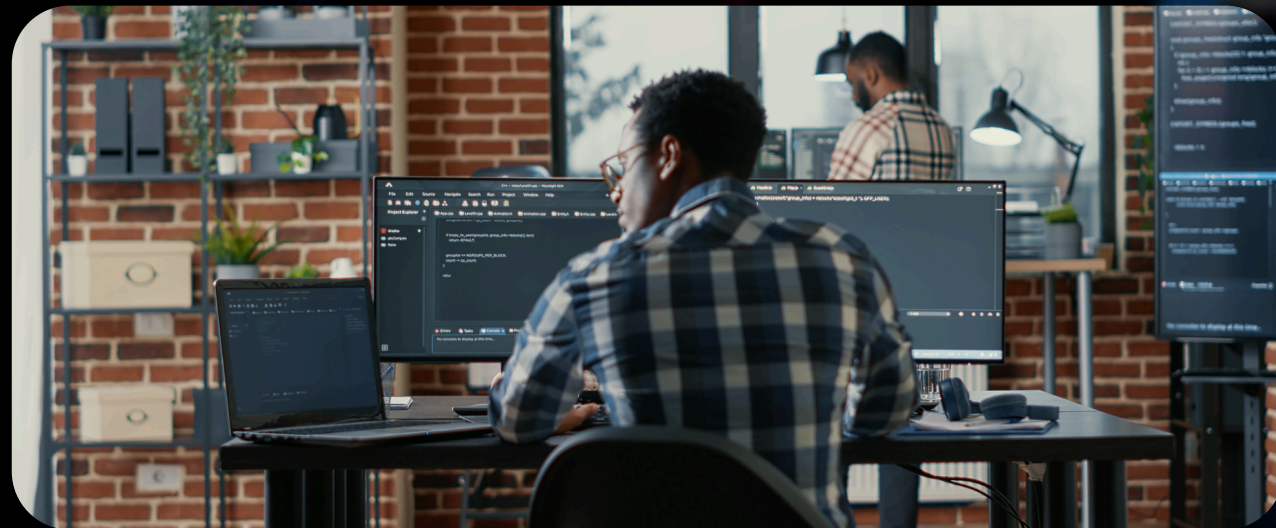
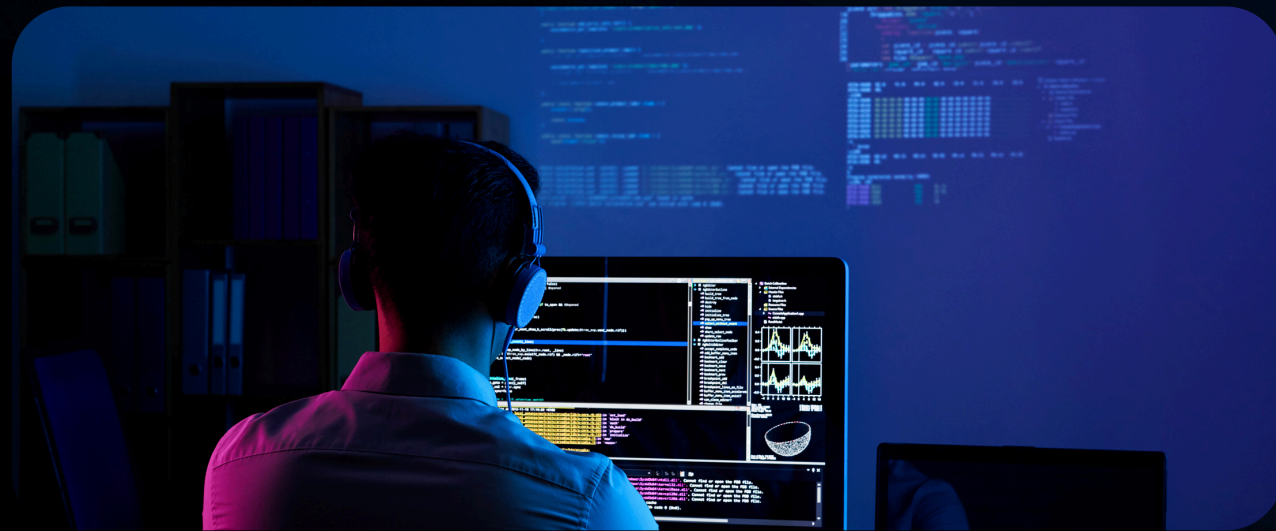


The great advantage of **Click & Sell** is its modular nature. The fundamental principle is: start simple with the essential funnel for your Entryway and your **Main Product**. Then, as profit grows, add new funnel layers, integrations, and **automations** over time. Your online structure doesn't need to be complex from the start; it should grow with your revenue, allowing for scalability without risk.

What do you want to start with today?

# Application and Scalability





You already master the **Click & Sell Structure**. Now, don't delay your growth any longer. I can create **websites** for you with a professional and complete system, fully designed for high-value sales. Our partnership focuses on **total transparency** and strategic alignment, with direct meetings with me, to **ensure** that your structure is built with maximum precision.

**DELIVERABLES:**

1. **Stage-by-Stage Delivery:** A clear and predictable process.
2. **Total Transparency:** You follow every step of the project.
3. **Meetings with Me:** Strategic alignment with the specialist.
4. **Complete Checklist:** Guarantee that nothing will be forgotten.
5. **Strategic Design:** Focus on conversion, not just beauty.
6. **Complete Sales Funnel Strategy Building**



# Your New Structure

Your new structure won't just be beautiful; it will be a complete funnel machine, optimized for LTV (Lifetime Value) and backed by human support. This includes: Trackers installed so you can advertise intelligently, Customer Experience optimized for maximum conversion, Delivery Guarantee, and direct Human Support. Don't delay building your sales system any longer. Take the next step toward profit—click or tap the button below.

I WANT MY PERSONALIZED STRUCTURE



# Thank you

A beautiful website is good. A website that sells is better. A website that always sells — that's strategy. You now have the complete map to build your unbeatable sales system.