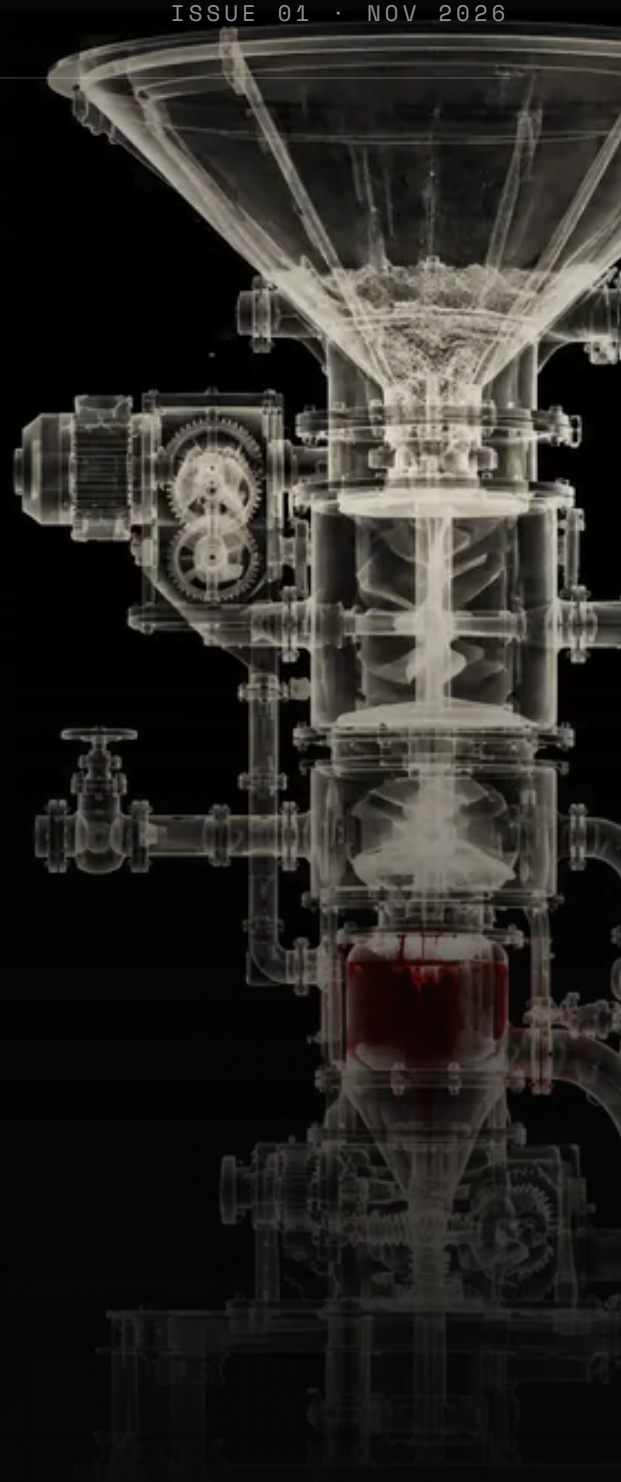
Mendonça & Co.

ISSUE 01 · NOV 2026



WORKING MATERIAL · USE IT IN 15 MINUTES

FUNNEL X-RAY

The 7 places your funnel loses money, *and the fix for each one.*

You already know what an order bump, an upsell and an evergreen funnel are. This isn't a theory class. It's the exact spot where money sits idle in your funnel, and the fix you can make tomorrow, without hiring anyone or rebuilding the business.

07	20	01	15
profit points	checklist questions	calculator with your numbers	minutes to use it

By **Leandro Mendonça**, funnel and sales operations strategist.

INTERACTIVE VERSION, WITH THE CALCULATOR AND THE CHECKLIST: FUNNEL-XRAY.PAGES.DEV

01 · METHOD

01 How to use it in *15 minutes*

Don't read it all at once. Follow the order below, with last month's numbers open next to you.

00:00 to 03:00 — Look at the map

From memory, mark the steps you already have. Wherever there's nothing, there's money sitting still.

03:00 to 08:00 — Take the checklist

20 yes-or-no questions. Your score and your weakest points show up right away.

08:00 to 12:00 — Read only your weak points

Go straight to the points the checklist flagged. In each one, read the common mistake and the one-day fix.

12:00 to 15:00 — Run the numbers

Put your numbers into the calculator and see how much each fix adds per month. Pick one fix to make tomorrow.

HAVE THESE OPEN

- How much you spent on ads last month
- How many sales you made that month
- The price of everything you sell
- The list of everyone who has bought from you

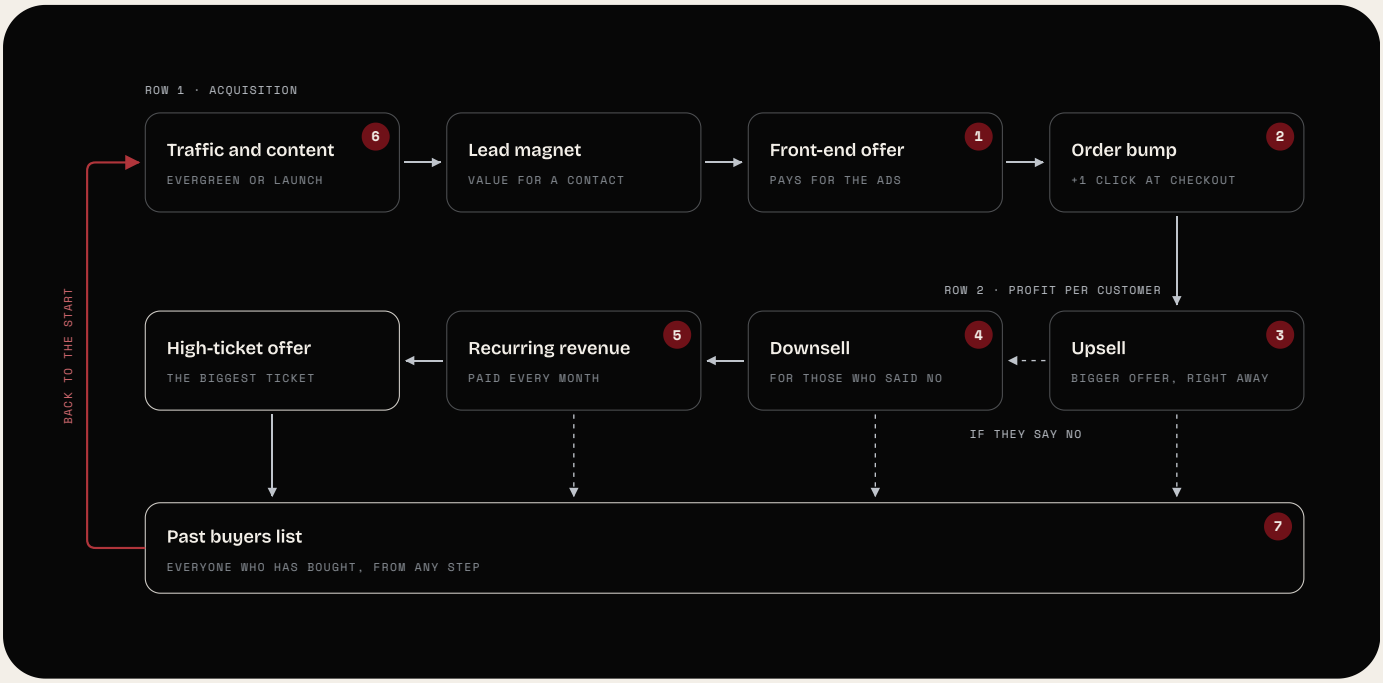
> One fix at a time. If you change three things at once, you won't know which one worked.

02 · MAP

02 The funnel *map*

The ad brings people in. The profit lives in what happens after the first purchase.

Every step has a job. The red numbers mark where each of the 7 points in this material sits. Notice the arrow that loops back: people who already bought from you are the cheapest place to start any funnel.



6 **Traffic and content.** Brings people in. It can run every day (evergreen) or on set dates (launch).

· **Lead magnet.** Something useful, like this, in exchange for the person's contact info.

1 **Front-end offer.** The first purchase. Cheap, and built to pay for the ads.

2 **Order bump.** One more item, added with a single click before paying.

3 **Upsell.** A bigger offer, right after the purchase.

4 **Downsell.** A smaller version for people who said no to the upsell.

5 **Recurring revenue.** What the customer pays every month to keep going.

· **High-ticket offer.** Your highest-value product, for people who already bought and already trust you.

7 **Past buyers list.** Everyone who already bought. They get a new offer and loop back to the start.

03 · POINTS

03 The 7 *profit points*



FIG. 03 WHERE THE MONEY LEAKS

Each point is a place where money comes in or leaks out. They all follow the same structure.

What it is, when to use it, a ready-made example for a service business, an info product and a local business, the payoff in the short, medium and long term, the mistake people make most, and the fix you can make tomorrow on your own.

The numbers in the examples are illustrative. They're there to show the math, not to promise results.

POINT 1 OF 7

01 A front-end offer that pays for itself

1 ON THE MAP: FRONT-END OFFER

It's the first thing a customer buys from you. It's built so the sale pays for the ad that brought that customer in. The profit comes from what they buy next.

WHEN TO USE IT

When you run ads and the cost of each sale eats almost all your margin. Or when your main offer is too expensive for someone who just found you.

THE MATH

`money in on day 1 ≥ cost per sale`

CPL. What you pay in ads for each lead.

Cost per sale. What you spend on ads for each sale. Total ad spend divided by the number of sales.

Day-1 value. Front-end offer, add-on and follow-up offer: everything the customer buys on the same day.

READY-MADE EXAMPLE

SERVICE

A social media agency that sells a $2,500/month retainer. Up front, a $297 profile audit, delivered in 48 hours. EXAMPLE With a cost per sale of $220, the audit already pays for the ads. Everyone who buys the audit becomes a warm list for the monthly retainer.

INFO PRODUCT

Main course at $1,997. Up front, a $47 practical guide, with a $27 add-on and a $197 follow-up offer. EXAMPLE If the guide's cost per sale is $60 and each buyer spends $70 on average on day 1, the ads pay for themselves. Every course sale is profit.

LOCAL BUSINESS

A med spa with a $1,200 treatment. Up front, a consultation with a facial for $97, advertised to the neighborhood. EXAMPLE At $35 per booking and a 60% show rate, each client seen costs about $58. The consultation pays for the ads. The treatment is offered during the visit.

THE PAYOFF

SHORT TERM	MEDIUM TERM	LONG TERM
Ads stop being an expense and come back as cash the same month.	Raising the budget stops being a gamble. It becomes math: if each sale pays for its ads, more budget means more customers.	A buyer list that grows every month, made of people who already trusted you once.

COMMON MISTAKE

× Making a cheap front-end offer that has nothing to do with the main offer. Someone who buys a recipe ebook won't turn into a financial consulting client. The front-end offer has to be the first step of the same problem.

ONE-DAY FIX — NO HIRING

01 Open your ads manager and write down how much you spent and how many sales you made in the last 30 days.

02 Divide spend by sales. That's your cost per sale.

03 If it's higher than the money that comes in on day 1, pick a piece of what you already deliver (an audit, a module, a short session) and turn it into a front-end product with its own price.

POINT 2 OF 7

02 Order bump

2 ON THE MAP: ORDER BUMP

It's an extra item offered at checkout. The buyer adds it with one click. It costs little next to the main purchase and complements what they've already decided to buy.

WHEN TO USE IT

Any time there's a purchase. It's the simplest fix on the list, because you don't have to convince anyone again. The decision to buy has already been made.

READY-MADE EXAMPLE

SERVICE

A $3,000 website proposal. At the end, an optional line already written in: "page copy written by us, add $490". When you sell through conversations, that line is your order bump. The client just says yes.

INFO PRODUCT

A $497 course. At checkout, a box: "ready-made spreadsheets and templates, add $37". EXAMPLE 100 sales at a 30% take rate add $1,110 a month, without another dollar in ads.

LOCAL BUSINESS

A pet groomer with a $90 bath and haircut. When booking: "coat conditioning, add $25". On a restaurant's delivery order: "house dessert, add $9". One sentence, one price, one yes.

THE PAYOFF

SHORT TERM	MEDIUM TERM	LONG TERM
Average order value goes up in the first week.	Each sale covers a bigger share of the ads. The front-end offer pays for itself more easily.	You find out what customers want beyond the main product. That's a lead for a new product.

COMMON MISTAKE

× Offering an item that has nothing to do with the purchase, or that costs almost as much as it does. A pricey add-on becomes a second decision and kills the main sale. It has to be a one-click decision.

ONE-DAY FIX — NO HIRING

01 List what your customers ask for most after they buy.

02 Pick the item that's least work to deliver and price it well below the main offer.

03 Set it up as an order bump in your checkout platform, or as an optional line in your proposal.

POINT 3 OF 7

03 Upsell

3 ON THE MAP: UPSELL

It's a bigger offer, shown right after the purchase. It takes the customer further toward the same result, or gets them there faster.

WHEN TO USE IT

When customers, after buying, ask “now what?” or ask for help putting it to work. That question is your next offer asking to exist.

READY-MADE EXAMPLE

SERVICE

A photographer who sells an $800 shoot. While the client is looking at the previews: “printed album with 30 more edited photos, $650”.

INFO PRODUCT

They bought the $497 course. On the thank-you page: “want me to review your project in 3 live sessions? $1,497”. EXAMPLE 100 sales at an 8% take rate add $11,976 a month.

LOCAL BUSINESS

An auto repair shop. The customer came in for an oil change. With the car on the lift, the mechanic shows the worn-out brake pads and offers to replace them on the spot, with cheaper labor since the car is already there.

THE PAYOFF

SHORT TERM

More revenue per customer on the same day, with no new ads.

MEDIUM TERM

People who buy the bigger offer get more hands-on support. They become your best case studies.

LONG TERM

Every customer has a next step inside your business, not at a competitor's.

COMMON MISTAKE

× Waiting weeks to make the offer. Trust peaks right after the purchase. After that, people cool off and the same invitation becomes a brand-new sale, with the cost of a brand-new sale.

ONE-DAY FIX — NO HIRING

01 Write down the three questions customers ask most after they buy.

02 The answer that takes the most work becomes your follow-up offer. Put a price on it.

03 Write a ready-to-send message with that offer and send it to every new buyer on the day they buy.

POINT 4 OF 7

04 Downsell

4 ON THE MAP: DOWNSELL

It's a smaller, cheaper or split-payment version, offered to people who said no to the bigger offer. You trade a "no" for a "smaller yes".

WHEN TO USE IT

When lots of people get as far as the proposal and don't buy. Or when you keep hearing "not right now".

READY-MADE EXAMPLE

SERVICE

A consultant pitches a $12,000 project and hears "it doesn't fit right now". The smaller version: just the project diagnosis, for $2,500, credited toward the full project if they sign within 60 days.

INFO PRODUCT

They turned down the $1,497 live review on the thank-you page. Right after: "want just the session recordings and the templates, without the review of your project? $397".

LOCAL BUSINESS

A gym. The customer turns down the annual plan paid up front. The smaller version: the quarterly plan, or the annual plan billed monthly to their card.

THE PAYOFF

SHORT TERM	MEDIUM TERM	LONG TERM
Wins back some of the people who were about to leave without buying anything.	More people become customers. And customers are the people you can reactivate later.	You learn the real reason behind the no: price, timing or trust. That improves the main offer.

COMMON MISTAKE

× Discounting the same offer. It teaches customers to wait for the discount and cheapens what you sell. A downsell is a different, smaller offer. It's not the same offer for less.

ONE-DAY FIX — NO HIRING

01 Pull everyone who got a proposal in the last 30 days and didn't sign.

02 Build a smaller version of your offer: part of the deliverable, a shorter timeline or a different way to pay.

03 Send it to each of them with one direct line: "if the full thing doesn't fit right now, you can start here".

POINT 5 OF 7

05 Recurring revenue and continuity

5 ON THE MAP: RECURRING REVENUE

It's something the customer pays for every month to keep getting the result. Subscription, maintenance, ongoing support, a group, a club. It's what makes the month start with money already on the books.

WHEN TO USE IT

When the problem you solve comes back: the car gets dirty again, content has to go out every week, the company needs bookkeeping every month. Or when the customer wants to stay close to you after delivery.

READY-MADE EXAMPLE

SERVICE

A designer who delivers a brand identity for $4,000. After delivery: “brand maintenance package, 8 pieces a month, $900 a month”.

INFO PRODUCT

After the course, a group with one live session a month and new templates, for $97 a month.

EXAMPLE 40 sales a month, with 20% becoming subscribers, gives you 8 new subscribers a month. If each one stays 6 months, after half a year you have about 48 active at the same time: $4,656 every month.

LOCAL BUSINESS

A car wash with a plan of 4 washes a month for $49, charged to the card. A barbershop with unlimited cuts and beard trims for $129 a month.

THE PAYOFF

SHORT TERM	MEDIUM TERM	LONG TERM
You start the month knowing how much is already in.	Each month stacks new subscribers on top of the ones who stayed. Revenue grows without doubling sales.	A business with recurring revenue is worth more when you sell it, bring in a partner or plan the year.

COMMON MISTAKE

× Charging every month without delivering anything new every month. Customers cancel when they forget why they're paying. Recurring revenue needs a monthly reason they can see: a session, a deliverable, a report.

ONE-DAY FIX

NO HIRING

01 Ask 5 past customers: “what would you pay for every month to keep working with me?”

02 Take the most common answer and build a simple monthly offer, with one fixed deliverable per month.

03 Offer it to existing customers first, before you advertise it.

POINT 6 OF 7

06 Evergreen × launch: your cash calendar

6 ON THE MAP: TRAFFIC AND CONTENT

Evergreen is the sale that happens every day. A launch is a sale concentrated around a date, with an open and a close. Neither one is better. The mistake is depending on just one.

WHEN TO USE IT

Use evergreen to pay the fixed bills each month. Use a launch, or a campaign with a deadline, to bring in big cash at moments you choose.

For a service or local business, evergreen is the day-to-day work. The launch is the campaign: a holiday, a season, a new cohort. The cash calendar is the sheet where you decide, for the next 90 days, where every dollar comes from.

READY-MADE EXAMPLE

SERVICE

An architecture firm. On evergreen, an interior design ad bringing in quote requests every month. Twice a year, a "book next season's projects" campaign, with a special deal for anyone who signs by the deadline.

INFO PRODUCT

A course sold on evergreen, with the front-end offer paying for the ads every month. Three times a year, enrollment opens for a mentorship cohort with live classes and a deadline. Evergreen covers the fixed costs. The cohorts bring in the big cash.

LOCAL BUSINESS

A clothing store. Everyday sales through Instagram and DMs. On the calendar: Mother's Day, the winter sale, the store's anniversary and Black Friday, each with an offer prepared 30 days ahead.

SAMPLE CASH CALENDAR · 90 DAYS

SOURCE	MONTH 1	MONTH 2	MONTH 3
Evergreen	every day	every day	every day
Campaign	week 3: new cohort	no campaign	week 2: holiday promo
Recurring revenue	day 5: billing	day 5: billing	day 5: billing
Past buyers	no action	week 2: offer to past buyers	no action

THE PAYOFF

SHORT TERM

You see the hole in your cash flow before you fall into it.

MEDIUM TERM

Months stop swinging between record highs and zero.

LONG TERM

You decide investment, inventory and ad budget from a calendar, not from the month's panic.

COMMON MISTAKE

× Living on launches and calling the following month a break. Cash drops off a cliff and the next launch gets rushed. Or the opposite: living only on evergreen and never creating a cash spike.

ONE-DAY FIX — NO HIRING

01 Open a spreadsheet with the next 90 days, week by week.

02 For each week, write where the money comes from: evergreen, campaign, recurring revenue or past buyers.

03 Every empty week is a decision to make today: an offer to past buyers, a holiday or a new cohort.

POINT 7 OF 7

07 The sleeping customer list: reactivating past buyers

7 ON THE MAP: PAST BUYERS LIST

These are customers who already bought from you and never got another offer. They trusted you once. Selling to them again costs a message, not an ad.

WHEN TO USE IT

Always. And first of all when cash gets tight, when ads get more expensive or when you have a new product to test.

READY-MADE EXAMPLE

SERVICE

A dentist with 800 patients who haven't been back in over a year. Message: "it's been over a year since your last checkup. I've set aside time slots this week for existing patients". EXAMPLE If 4% come back, that's 32 appointments, and each one can lead to a treatment.

INFO PRODUCT

1,500 past students of a 2023 course. Offer: "updated version plus one live session, $197, only for past students". EXAMPLE If 3% buy, that's 45 sales and $8,865, with zero ad spend.

LOCAL BUSINESS

A restaurant with 2,000 delivery customers on its text list. Tuesday is the slowest day. Message: "Tuesday special: dish of the day with dessert for $19, text orders only". The idle list becomes the cash for the slowest day.

THE PAYOFF

SHORT TERM	MEDIUM TERM	LONG TERM
Cash in days, not months, with ad cost close to zero.	You find out who your most loyal customers are and how much they spend per year.	Each customer becomes worth several purchases. That's what lets you pay more to acquire a new customer than your competitor can.

COMMON MISTAKE

× Sending the same promo to the whole list, with no reason and without separating who bought what. The message that works talks about what the person already bought and offers their next step.

ONE-DAY FIX — NO HIRING

01 Export the list of everyone who bought in the last 24 months: platform, spreadsheet, card terminal or phone.

02 Split it by product purchased and write a short message for the biggest group, with the natural next step for people who bought that.

03 Send it to the first 50 today and count the replies before sending to the rest.

04 · CHECKLIST

04 Funnel *checklist*

20 questions. Answer based on what exists in your business today, not what you plan to do. Every yes is worth 1 point.

Point 1 · Front-end offer

01	Do you know what you paid per lead (CPL) and per sale last month?	☐ Yes	☐ No
02	Is there a front-end product, cheaper than the main offer, for people who just found you?	☐ Yes	☐ No
03	Does the money that comes in on the day of the first purchase cover the ad that brought that customer in?	☐ Yes	☐ No

Point 2 · Order bump

04	At checkout, can the customer add an extra item with one click, or check an optional line on the proposal?	☐ Yes	☐ No
05	Does that extra item complement the main purchase, instead of being a different topic?	☐ Yes	☐ No
06	Do you know how many buyers take that extra item?	☐ Yes	☐ No

Point 3 · Upsell

07	Right after the purchase, does the customer get a bigger offer that takes the result further?	☐ Yes	☐ No
08	Does that offer show up the same day as the purchase, not weeks later?	☐ Yes	☐ No
09	Do you know how much each buyer spends on average, adding up everything they bought that day?	☐ Yes	☐ No

Point 4 · Downsell

10	Do people who turn down the bigger offer get a smaller, cheaper or split-payment option?	☐ Yes	☐ No
11	Do people who got a proposal and didn't buy hear from you again within 48 hours?	☐ Yes	☐ No

Point 5 · Recurring revenue

12	Do you sell something the customer pays for every month?	☐ Yes	☐ No
13	Do you start the month knowing how much is already coming in?	☐ Yes	☐ No
14	Do you know how many customers cancel each month?	☐ Yes	☐ No

Point 6 · Cash calendar

15	Do you have a cash calendar for the next 90 days, with the source of each inflow?	☐ Yes	☐ No
16	Are sales happening every day without depending on a campaign or on you posting?	☐ Yes	☐ No
17	Do you have at least one campaign or launch with a set date in the next 90 days?	☐ Yes	☐ No

Point 7 · Sleeping list

18	Do you have a list of everyone who has ever bought, with a phone number or email?	☐ Yes	☐ No
19	In the last 90 days, have you made any offer to people who already bought?	☐ Yes	☐ No
20	Do you know how many past customers bought again this year?	☐ Yes	☐ No

Count how many yeses you checked: _____ out of 20. Compare with the bands below. The point where you checked "no" most often is your weakest point. Start there.

0 to 7	**One-off sales.** You sell, but you don't have a funnel yet. Each customer buys once and the ads carry all the weight.
8 to 13	**Funnel with money on the table.** The first sale happens. Almost everything after it is improvised. The one-day fixes pay off more than raising your ad spend.
14 to 17	**Funnel in place, with leaks.** The steps exist. The gain now is in measuring each one and fixing the worst.
18 to 20	**Complete funnel.** The next dollar comes from margin and scale. Review pricing, the high-ticket offer and your cash calendar.

05 · OFFER

05 Offer *tune-up*

No funnel can save a weak offer. Answer honestly. Every box you can't check is a fix.



Promise

1 OF 6

- [ ] The promise states a result you can measure: a number, a deadline or a concrete situation.
- [ ] It says how soon the first result shows up.
- [ ] It says what the person won't have to do: the painful way they've already tried.
- [ ] A customer of yours could repeat the promise in one sentence, without reading it.

THE FIX

Rewrite it in one sentence: result, timeframe and what the person won't have to do. Example: “your first 10 cash-pay patients in 60 days, without depending on insurance”.

Mechanism

2 OF 6

- [ ] You explain why your approach works, not just what you deliver.
- [ ] Your approach fits in 3 to 5 steps, with names a customer gets on the first read.
- [ ] It's clear what you do differently from the usual way in your market.

THE FIX

Write out the steps of what you do, in order, with simple names. If you have to explain the name of a step, change the name.

Proof

3 OF 6

- [ ] You have at least one result with a before and an after number.
- [ ] The proof comes from someone similar to the person buying.
- [ ] Every major objection has a specific piece of proof answering it.

THE FIX

Take your best result and write it with the input and output numbers: “went from X to Y in Z months”. That proves more than any adjective.

Price and anchoring 4 OF 6

- [ ] Before the price, the person sees what it costs to keep the problem, or what it would cost to solve it another way.
- [ ] The price shows up after the value, never before.
- [ ] There's a way to pay that fits the buyer's cash flow: installments or a smaller down payment.

THE FIX

Before showing the price, show what it costs to stay where they are, in dollars per month. The price gets compared with the problem, not with the competitor.

Delivery commitment 5 OF 6

- [ ] It's in writing what you commit to deliver, and by when.
- [ ] It's in writing what depends on the customer.
- [ ] If something goes wrong, the person knows what happens.

THE FIX

Write two lists: what you deliver, with deadlines, and what depends on the customer. People who pay a lot want to know exactly what's going to happen.

Bonuses that handle objections 6 OF 6

- [ ] Each bonus answers an objection: “I don't have time”, “I don't know where to start”, “I've tried and it didn't work”.
- [ ] The bonus has value on its own. Someone would buy it separately.
- [ ] There are 3 bonuses at most, not 10 random extras.

THE FIX

List the 3 objections you hear most. For each one, create a bonus that solves that objection. Cut any bonus that doesn't answer one.

06 · AUDIENCE

06 Audience *tune-up*

A good funnel with the wrong audience is just cost. Think about your last 20 leads and check the signs that show up often.

Who buys at a higher price

- [ ] Has already tried to solve the problem and paid for it: a course, an agency, a professional.
- [ ] Talks about the problem in money or lost time, not out of curiosity.
- [ ] On the first call, asks how to get started, not how much it costs.
- [ ] Has a deadline of their own: a target, a season, a partner pushing.
- [ ] Decides alone, or brings the decision-maker to the call.
- [ ] Already makes money with what they sell and wants margin, not their first customer.

Signs of the wrong audience ×

- [ ] Asks for a discount before understanding what you deliver.
- [ ] Asks “will this work for me?” without saying anything about their own business.
- [ ] Compares what you sell with free content.
- [ ] Disappears after the price and comes back months later asking for “a deal”.
- [ ] Comes in from an ad, leaves their contact info and never replies to your messages.
- [ ] Wants a guaranteed result before sharing their own numbers.

If the second list won, don't touch the offer yet. Fix the message. Your ads and your lead magnet are attracting the curious. Talk about the problem of people who've already tried to solve it and already paid for it.

If the first list won, your audience can handle a bigger offer. Test an upsell or a high-ticket offer before you think about lowering prices.

07 · MATH

07 Funnel *calculator*

Put in your numbers. The math shows how much each fix adds per month.

The fields come filled in with an example. Swap in your own. Take rates are what you measure, or what you want to test.

THE MATH, ON PAPER

`value per buyer on day 1 = front-end price + (add-on × take rate) + (bigger offer × take rate) + (smaller version × take rate among decliners)`

Compare with your ad cost per sale. If day-1 value is greater than or equal to it, the ads pay for themselves.

`extra per month = sales × (value per buyer on day 1 − front-end price)`

That's what points 2, 3 and 4 add without a single extra ad.

`recurring revenue after M months ≈ sales × subscribers (%) × M × monthly fee`

If each subscriber stays M months, after that time you'll have about sales × % × M active subscribers at once.

`past buyer reactivation = customers on the list × how many buy (%) × offer price`

One campaign. You can repeat it with every new product or date on the calendar.

The interactive calculator is in the online version: funnel-xray.pages.dev/#calculator.
The numbers are a simulation, not a promise of results.

SERIES · CASES

§ Cases from *the series*

The funnels broken down in the videos. The thesis of each one and the terms from this material that show up in it.

USA

Alex Hormozi

His record-breaking book is the cheapest step of a four-offer ladder built so each customer pays back double what they cost within 30 days.

- A front-end offer that pays for itself
- Upsell
- Downsell
- Recurring revenue and continuity

UK

Ali Abdaal

Free content is the shop window, cheap products are the shelf, and the cash comes in at the counter: an expensive school with no price on the page, sold over a call.

- A front-end offer that pays for itself
- Upsell
- The sleeping customer list: reactivating past buyers

USA

Russell Brunson

The first sale pays for the ad: a live class sells a year of the software upfront, the profit comes from people who keep paying every month, a checkbox at checkout raises every order, and a cheap pause keeps people who were about to cancel.

- A front-end offer that pays for itself
- Order bump
- Downsell
- Recurring revenue and continuity

UK

Daniel Priestley

The diagnosis comes before the product: a scored quiz shows how much each client wants to spend before the first call, sends every answer to an offer that fits it, and brings back the people who went quiet.

- Downsell
- The sleeping customer list: reactivating past buyers

08 · NEXT STEP

08 Apply for *Express Consulting*

Apply for Express Consulting

A 90-minute session with me. Beforehand, you send a briefing with your challenges and your funnel numbers. In the session, I present a plan built specifically for your business and we review it together. After that, I stay with you for 30 days on WhatsApp.

Point your camera at the code, answer the questions and your application lands on my business WhatsApp.

`funnel-xray.pages.dev/#apply`

If the checklist showed you where your funnel loses money and you want a plan built on your numbers, this is the next step.

01 **Briefing before the session.**
You send me your challenges and your funnel numbers.

02 **90-minute session.**
I present a plan built specifically for your business.

03 **We review it together.**
We go through the plan point by point and decide what comes first.

04 **30 days of follow-up.**
After the session, I stay with you on WhatsApp.

It's not a course. It's not a group class. *It's your funnel, with your numbers.*

WHO RUNS IT

Leandro Mendonça

Funnel and sales operations strategist · Mendonça & Co.

I don't teach tools. I build the sales system together with the business owner, on top of their numbers.

In Brazil: on one project, **$6.5 million** in residential lot sales with a direct team of three. On another, recurring revenue went from **$12k** to **$32k** a month in nine months.

Mendonça & Co.

Funnel X-Ray · Issue 01 · November 2026. The numbers in the examples and the calculator are illustrative. They're there to show the math. They're not client results or a promise of results.

© 2026 MENDONÇA & CO.