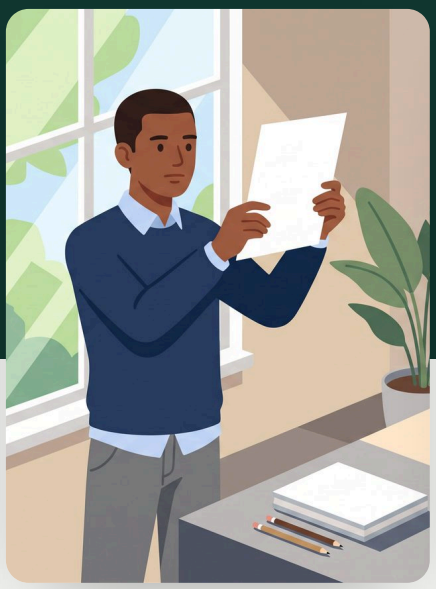
Meritlume.

SYLLABUS · CURRICULUM D3

Fewer, Better Clients

Busy, and still interchangeable.



IN THIS SYLLABUS

The curriculum about what happens before the first contact: what you are known for, who says it when you are not in the room, and which enquiries you accept. A practice with a defensible position spends less on acquisition and argues less about price.

THE PROGRAMME

6
full courses

5.5 h
of teaching

1
verifiable certificate

$349
one price, once

First episode free · no account · English

THE OUTCOME

What you can do afterwards.

Not a list of topics — a list of things you will be able to do. Each one is checked by the final exam at the end of the curriculum.

1. State a position as a claim about a buyer — and name three kinds of work you are good at and decline, because a position that excludes nothing is not one.
2. Find out what is actually said about your work, and write the one sentence you want repeated by someone who does not do your job.
3. Write two cases that answer the question the buyer is really asking, and publish them without breaching a confidentiality clause.
4. Answer “have you done this before?” when you have not, with evidence that is true and a first step small enough to say yes to.
5. Decide which enquiries to accept using criteria you wrote while you were busy, and replace the bottom of your client list instead of subtracting from it.

FIT

Who this is for

- Every enquiry asks for your day rate, and nobody asks for you.
- Your referrals describe you vaguely, and you have never found out what is actually said.
- Your client list is a record of what happened to turn up rather than of anything you decided.

And who it is not for

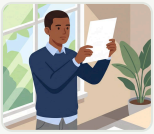
Not for you if you do not yet know what you sell — this curriculum assumes the offer exists and works on how it is perceived. Start with the AI programme’s first curriculum, or with Winning Clients. And it is not personal branding: the reputation belongs to the practice, not to a persona.

The story it is taught in: The curriculum follows Nadia Osei, a freelance translator five years in. She is fully booked and completely interchangeable: her clients ask for her hourly rate, never for her. She has never decided what she stands for — and is starting to see what that costs in every negotiation.

THE COURSES

Every course, in order.

Each one is a full course with chapters, exercises, a final test and its own course certificate. The first episode of course 1 plays on the website without an account.

	COURSE	LENGTH
1	**The Position You Can Defend** A position is a claim about a buyer, not a description of you. The test that separates it from an advertisement — and why “I do everything” is a price ceiling.	55 min · free
2	**How You Are Described When You Are Not in the Room** The sentence people pass on when you are not there. How to find out what it currently is, and the five ordinary moments that make a better one stick.	50 min
3	**The Portfolio That Answers the Real Question** What a buyer actually checks: decisions and outcomes, not screenshots. Two cases that answer domain, judgement and conduct at once — and how to publish under an NDA.	55 min
4	 **Proof Before You Have Proof** References you can actually get, numbers you are allowed to publish, and what to show when there is nothing yet — plus the four-part answer to “have you done this before?”.	55 min
5	**Being Findable Where Your Buyers Already Look** The two or three places your buyers already look, done properly instead of six done halfway — and the two-minute check that decides most enquiries.	55 min
6	**Choosing Clients** Acceptance criteria written while you are busy, replacing the bottom of the list instead of subtracting from it, and how to hand a client back without burning the bridge.	60 min

PRICE

One price. Then it is yours.

This curriculum

$349

All 6 courses, all tests and the curriculum certificate. No subscription, no upsell, nothing to cancel.

Single purchases would be $474

Single course · $79

Course, final test and course certificate — credited in full towards this curriculum within 90 days.

The “Clients” programme · $799

D1 + D2 + D3

THE PROOF

This is the certificate.

Not a mock-up: the picture is rendered from the same stylesheet the portal issues the real document with. Only the name, the date and the number are examples.

Verify this certificate `meritlume.com/?cbcert=ML-…`

The curriculum ends in a real exam — one you can fail. The certificate carries a public identifier, so a client, an employer or a partner can check it themselves. That is the whole point of this school.

> **Start with the first episode. It is free, it needs no account, and it tells you in ten minutes whether this is for you.**

Meritlume is a brand of Press Sensation UG (haftungsbeschränkt). Prices are consumer prices. In Germany we launch only once the curricula carry the state distance-learning approval (ZFU) — the free first episodes are available regardless.