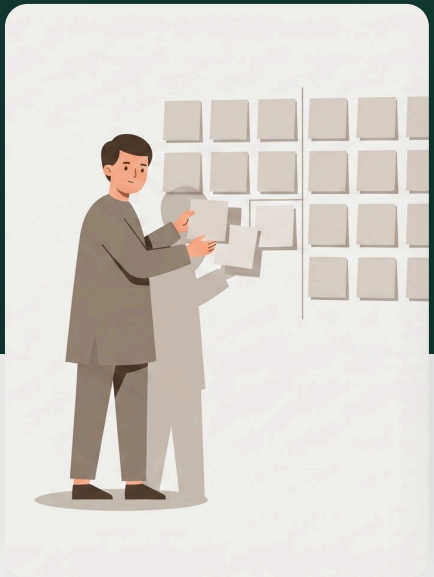
Meritlume.

SYLLABUS · CURRICULUM D1

Winning Clients

Stop waiting for the phone to ring.



IN THIS SYLLABUS

Client acquisition as a craft, not a personality trait: read where demand already exists, say what you sell in one sentence, run the conversation without scripts or closing tricks, and turn a yes into a signature.

THE PROGRAMME

7
full courses

6.8 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. Tell a problem from a budget: name the buying trigger, the decision-maker and the person who merely has an opinion.
2. Say what you sell in one sentence a stranger can repeat back correctly, with a price attached to it.
3. Write cold outreach that gets answered, and know the number of attempts that separates persistence from being a nuisance.
4. Run a first conversation that qualifies instead of pitching: say the price out loud, hold the pause, and give an honest no when it is one.
5. Turn a conversation into a document a client can forward internally, and follow it up without begging.

FIT

Who this is for

- You can already do the work and are not getting enough of it — the gap is acquisition, not skill.
- You live off referrals from one or two sources and know exactly how fragile that is.
- You find selling uncomfortable and want a method you can repeat instead of a personality you do not have.

And who it is not for

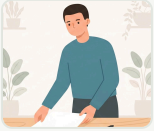
Not for you if you are looking for closing scripts, urgency tricks or a way to sell something you cannot deliver. This curriculum is built against exactly those, and it will read as an argument rather than a technique.

The story it is taught in: The curriculum follows Priya Raman, a freelance data analyst two years in. She is technically strong and has lived entirely off referrals from one former employer — which have just stopped. Three months of runway, no idea where the next client comes from.

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	**Who Buys, and Why: Reading Demand Before You Sell** The difference between a problem and a budget: buying triggers, deciders versus influencers, and why “everyone could use this” is the most expensive assumption in business.	55 min · free
2	**The Offer in Words: Saying What You Sell and What It Costs** Your offer as a sentence, as a page and as a price: value logic instead of hourly logic, package boundaries, and what a price says about the work.	60 min
3	**Outbound Without Being a Nuisance** Cold contact as a craft: the list, the first line, the number of follow-ups — and the point where persistence turns into nuisance.	65 min
4	**Warm Channels: Referrals, Partners and the Network You Already Have** The channel one-person businesses actually live on: asking for referrals without awkwardness, partners who send work, and the thirty contacts you already have.	55 min
5	**The Sales Conversation: Structure Instead of Scripts** Needs, qualification, objections, the price conversation and the honest no. Structure instead of scripts — explicitly no closing tricks.	65 min
6	 **From Proposal to Signature** The document that turns a conversation into business: what belongs in it, what does not, and how to follow up without begging.	55 min
7	**The Second Order: Onboarding, Retainers and Referral Loops** The most expensive order is the one that ends at handover: onboarding, retainers and referral loops that make the second order the normal case.	50 min

PRICE

One price. Then it is yours.

This curriculum

$349

All 7 courses, all tests and the curriculum certificate. No subscription, no upsell, nothing to cancel.

Single purchases would be $553

Single course · $79

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

Track “Winning & Running” · $599

D1 + D2

The “Clients” programme · $799

D1 + D2 + D3

Bundle “Build & Sell” · $599

C1 + D1

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.