



Meritlume.

SYLLABUS · CURRICULUM E1

# Attention

## Good work does not speak for itself.

Why a stranger stops — taught as a craft, not a personality: the idea as a claim someone could disagree with, openings that promise without overpromising, a format that survives a year of repetition, and an honest account of what paid reach can and cannot buy.



7

full courses

6.4 h

of teaching

1

verifiable certificate

\$349

one price, once

## 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 an idea as a claim with a named reader and a reason to care — and run the disagreement test that separates a thought from a topic.
- 2 Rewrite one opening into three shapes and compare them on a single criterion instead of on taste.
- 3 Choose a format your existing work already produces as a by-product, with the true recurring cost calculated before committing.
- 4 Define in advance the evidence that would make you change course during the quiet weeks — and the evidence that would not.
- 5 Decide whether paid reach is premature for you, size the smallest spend that still teaches something, and set the stopping rule before the first payment.

## FIT

### Who this is for

- Your work is genuinely good and reaches almost nobody — and your current plan is to make more of it.
- You have started and abandoned several formats and suspect the problem is discipline. It usually is not.
- You are considering paid reach and have no way to judge whether it is the right moment.

### And who it is not for

Not for you if you want growth hacks, virality formulas or platform tricks. No course in this curriculum carries a platform name, and the one about paid reach spends half its time on what money cannot buy.

**The story it is taught in:** The curriculum follows Tomás Iversen, an independent architectural visualiser with eight months of steady posting behind him — work other professionals admire and almost nobody outside his field ever sees. He believes good work should speak for itself, and he is running out of months in which that can stay true.

## 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 |  <b>What Attention Actually Is: The Three Seconds Before Anyone Reads</b><br>The three seconds before anyone reads: the three decisions a stranger makes, why quality is not the unit that decides them, and the relevance test your last five pieces have to pass. | 55 min · <b>free</b> |
| 2 |  <b>The Idea Before the Format: One Claim, One Reader, One Reason to Care</b><br>An idea as a claim, not a topic: one reader, one consequence, and the disagreement test — what nobody competent could dispute carries no information.                              | 55 min               |
| 3 |  <b>Openings as a Craft: The Shapes That Work, and How to Test Them Cheaply</b><br>The shapes an effective opening takes, the boundary where it starts misrepresenting the piece, and how to test openings in minutes instead of campaigns.                       | 50 min               |
| 4 |  <b>Formats That Survive Repetition: Making One Thing Every Week for a Year</b><br>The true recurring cost of a format, the constraint that makes repetition possible, two weeks of buffer, and a stopping condition named in advance.                            | 60 min               |
| 5 |  <b>The Twelve Quiet Weeks: Telling Persistence From Stubbornness</b><br>What the early phase looks like from the inside: leading signals against lagging ones, the two failure modes, and a review date instead of a bad morning.                                | 55 min               |
| 6 |  <b>Borrowed Audiences: Reach You Do Not Have to Build</b><br>Guest appearances, communities and partnerships as one mechanic: borrowed trust, the ask that gets accepted, and the preparation that makes a guest worth re-inviting.                              | 50 min               |
| 7 |  <b>Paid Attention, Honestly: What Money Buys and What It Cannot</b><br>What paid reach buys and the four things it cannot, the conditions that must hold before money helps, and the three honest readings of a result — including “cannot be told apart yet”.   | 60 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.

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Single purchases would be \$553

### Single course · \$79

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

## 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-...](https://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.