



Meritlume.

SYLLABUS · CURRICULUM E3

The List

The only channel nobody can take away.

The address list as the one channel you own: platforms treated soberly as suppliers, addresses obtained honestly, a welcome sequence that uses the only attention you get for free, a rhythm that survives a bad month — and deliverability as a practice, not a setting.



6

full courses

5.3 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 Work out your own exposure: how much of your enquiry flow stops if one channel goes quiet tomorrow — and the cheapest first move against it.
- 2 Design the trade that earns an address honestly, and write a promise narrow enough to keep.
- 3 Plan a welcome sequence in which every message has one named job, and place the one fair moment of asking.
- 4 Choose a rhythm you can hold in a bad month, and return to a neglected list the one decent way there is.
- 5 Notice a delivery problem before your readers do — knowing that the three biggest causes are behaviour, not configuration.

FIT

Who this is for

- Your whole reach sits on platforms you do not control, and you have done the maths on what one feed change would cost.
- You collect addresses and then leave them untouched, because you never decided what to send.
- You have a list you are afraid to write to, because nobody remembers what was promised.

And who it is not for

Not for you if you want to grow a list fast at any cost. The consent course is the spine of this curriculum, and everything after it assumes you meant the promise you made.

The story it is taught in: The curriculum follows Ruth Okonkwo, an independent illustrator whose reach on one platform collapsed overnight when the feed changed. Four years of audience-building — and she has the addresses of exactly eleven people.

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	 Rented or Owned: The Platform as Supplier Risk What you actually own in each channel – in most of them, nothing. The platform as a supplier, your exposure in numbers, and the exception the address list is.	50 min · free
2	 Getting the Address Honestly: The Trade, the Promise, the Consent The trade, the promise, the consent: what a stranger gets for an address, the record that answers a complaint two years later – and the list you should not write to.	55 min
3	 The Welcome Sequence: The Only Emails Almost Everyone Opens The only emails almost everyone opens: deliver the promise first, one job per message, the late and fair moment of asking – and a planned ending instead of accidental silence.	55 min
4	 Cadence: How Often, and What Happens When You Stop A rhythm that survives a bad month, what irregularity really costs, unsubscribes read as information – and the return after a long silence.	50 min
5	 Arriving at All: Deliverability as a Practice, Not a Setting What happens between sending and the inbox, sender reputation as something you build and lose, the three behaviours that damage delivery most – and the setup done once, correctly.	55 min
6	 Writing to Strangers: The Voice That Does Not Get Filtered Writing to one person instead of a list: the useful thing first, the plain ask in the emails that want something – and the register that gets filtered in the reader's head before any software.	50 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 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.