



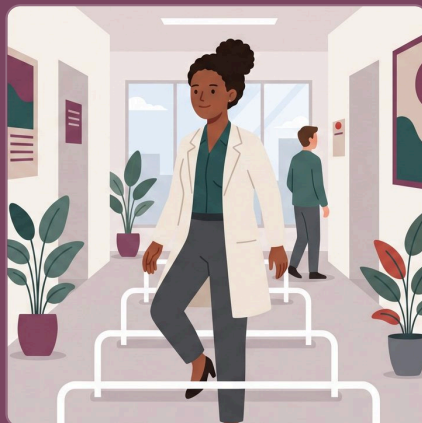
Meritlume.

SYLLABUS · CURRICULUM E2

The Page

Your page is sending them away.

How attention becomes an enquiry: one page with one action, an offer that stands alone without you in the room, proof a stranger will actually accept, friction ranked by how often it costs you — and rewriting from evidence instead of boredom.



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 Name the single action your page exists to produce, and strike every element that serves something else.

2 Write the offer so it answers the four questions a stranger will not ask out loud: what exactly, for whom, how long, what it costs.

3 Produce credible proof from nothing: a worked example, a public teardown, a method described precisely enough to be checked.

4 Find the actual obstacle on your page by watching what people do – and fix mobile readability and speed before anything cosmetic.

5 State the promise at the point of the address ask – what arrives, how often, how it stops – and keep a change log your fourth rewrite can learn from.

FIT

Who this is for

- People click through to your page and nothing happens next – and you cannot say where they stop.
- Your offer works when you explain it in person and collapses the moment it has to stand alone in writing.
- You are at the beginning, with no portfolio and no testimonials, and everyone tells you to show proof you do not have.

And who it is not for

Not for you if you want conversion tricks: false scarcity, countdown timers and hidden costs are named in this curriculum as what they are, with the reasons this programme refuses to teach them.

The story it is taught in: The curriculum follows Ayla Demir, an independent nutrition coach whose posts do earn clicks – her page then turns almost all of them away. She has rewritten it four times on instinct, without once finding out which version was better.

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	 One Page, One Action: The Anatomy of a Page That Asks One page, one action: ordered by the questions a stranger asks, in the order they ask them — and why a second ask costs more than it adds.	55 min · free
2	 The Offer in Writing: What a Stranger Needs Before They Would Say Yes The offer standing alone: outcome instead of activity list, the price question answered deliberately, the boundary of what is not included — tested on someone outside your field.	55 min
3	 Proof a Stranger Will Accept: Without a Portfolio, Without Testimonials Kinds of proof ranked by how much a stranger discounts them, credible evidence built from nothing, and the proof that damages you.	50 min
4	 Friction: The Places People Leave, Ranked by How Often Where people actually leave, ranked by frequency: phone readability and speed first, friction that is doing a job left alone — and manipulation named for what it is.	55 min
5	 The Form and What Comes After: The Promise You Make When Someone Types Their Address The fewest fields that still let you answer well, the promise made at the moment of typing, and consent recorded in a form that would survive a complaint.	50 min
6	 Rewriting From Evidence: Reading What a Page Actually Did Rewriting from evidence: behaviour instead of opinion, one change at a time, the point where your traffic cannot tell versions apart — and the change log.	55 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.