



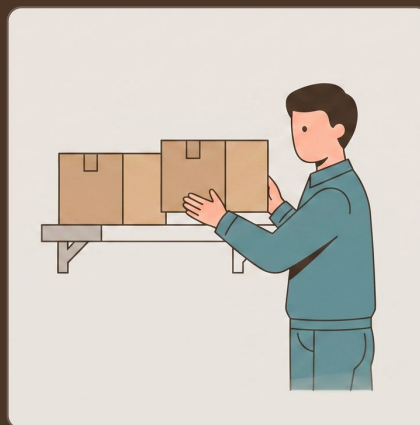
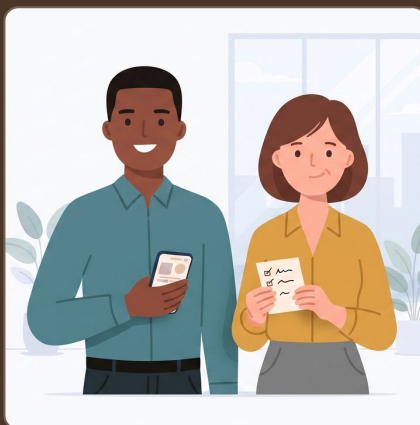
Meritlume.

SYLLABUS · CURRICULUM D1

Winning Clients

Stop waiting for the phone to ring.

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.



7

full courses

6.8 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 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.

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-...](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

meritlume.com/clients-programme#winning-clients · Winning Clients regardless.

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