


DEMAND GEN

Guest: Mike Fynn · Sr. Manager, Demand Gen @ nTop

PART 1: SYNTHETIC TEST CHECK-IN

| QUICK STATUS CHECK

- › Who completed at least **two rounds** of synthetic testing?
- › Who got to a **V3** they feel good about?
- › Who **hit a wall**? Technical, or the feedback wasn't useful?

 If you tried running the synthetic testing skill through **ChatGPT's web interface**: that doesn't work well. The skill needs a tool that can manage files and track results across rounds. We'll talk about the right tools in a few minutes.

PART 2: AI TOOLS + STYLE GUIDE

| AI TOOLS: THREE TIERS

WEB PORTALS

claude.ai, ChatGPT

- › Chat in a browser
- › Brainstorming, writing, analysis
- › One-off tasks

Onboarding: Paste in or upload

WEB CODE PORTALS

Claude Code web

- › Code environment in a browser
- › Building projects, editing files
- › No local setup needed

Onboarding: Live in the project

LOCAL CODE AGENTS

Claude Code CLI, Cursor

- › AI on your machine
- › Multi-file projects, git, deploy
- › Serious development

Onboarding: CLAUDE.md at project root

You've been in **Tier 1** all semester. This week: **Tier 2** for landing pages. Week 7: **Tier 2 + 3** for build phase.

| YOUR ONBOARDING DOCS

BRIEF.MD

What you're building, who it's for
Done

BRAND_POSITION.MD

How your brand talks: thesis, language, tone
Polished this weekend

STYLE_GUIDE.MD

Colors, typography, visual identity
Building today

ARCHITECTURE.MD

Codebase structure, modules, setup
Coming in Build phase



Your style guide is what makes your landing page look like a **real product** instead of a homework assignment. It's also what lets AI tools generate **consistent visuals**.

| WHAT GOES IN A STYLE_GUIDE.MD



COLOR PALETTE

Primary, secondary, accent, background, text
Hex codes for every color



TYPOGRAPHY

Heading font + body font
Size hierarchy (h1 through body)



VISUAL TONE

Minimal? Bold? Playful? Corporate?
One sentence that captures the feel



COMPONENT PATTERNS

Button style, CTA style, card style
Light touch — just enough for consistency



Pick colors on coolors.co, then hand the template to an AI and ask it to walk you through the rest. It will ask you the right questions and generate a solid style guide in minutes — no design workshop required.

LIVE DEMO: COOLCOLORS.CO

Generate → Lock → Regenerate → Export hex codes

| OTHER TOOLS TO KNOW



GOOGLE FONTS

Font pairing
fonts.google.com



REALTIME COLORS

See your palette on a
real page
realtimecolors.com



FONTJOY

AI-powered font pairing
fontjoy.com

PART 3: PAID DEMAND GEN

Mike Fynn · nTop

| MIKE FYNN

BRAND SIDE

- › **nTop** — Sr. Manager, Demand Gen
- › **Aescape** — Growth
- › **Aquant** — Growth

DTC/ecom + B2B/enterprise

AGENCY SIDE

- › **WITHIN** — Nike, Casper
- › \$15M+ annual media budgets
- › Search, social, programmatic, retail media

Today: **Demand validation with small budgets** — buy signal, not vanity.

THE DEMAND VALIDATION SCORECARD

Only **3 metrics** matter this week:

CTR

DO THEY CLICK?
Measures attention

CVR

DO THEY SIGN
UP?
Measures promise

Cost / Signup

IS THE SIGNAL
AFFORDABLE?
Measures economics

 **Clicks are not success.** Signups are the only success.

| THE \$200 TEST BLUEPRINT

RULES (AVOID FAKE LEARNING)

- › **One** audience
- › **One** landing page
- › **One** conversion event: waitlist signup
- › **Two** angles max (A/B message)

BUDGET + TIMING

- › ~\$200 total (~\$40/day x 5 days)
- › Don't stop early unless obviously broken
- › Clean naming: Team_Product_Angle_Date

PRE-FLIGHT CHECKLIST

- › Conversion works (thank-you page)
- › Simple creative (1 static; optional 1 video)
- › UTMs on every ad
- › Clean naming convention

| WORKED EXAMPLE: MUSIC RANKING APP

Community music ranking app — like Letterboxd for music

ANGLE A: COMMUNITY/IDENTITY

"Rank albums with friends. Build Top 10 lists. Follow tastemakers."

Headline: Rank Albums With Friends

CTA: Join Waitlist

ANGLE B: ANALOGY

"Like Letterboxd, but for music. Rate albums and share lists."

Headline: Letterboxd For Music

CTA: Get Early Access

Landing Page Minimum

1-sentence promise (matches ad) · 3 bullets (what you can do) · 1 mock/screenshot · Email capture + CTA

| 60-SECOND DIAGNOSIS

LOW CTR

Fix hook, creative,
or audience

People aren't clicking

GOOD CTR + LOW CVR

Fix landing page
clarity or friction

They click but don't sign
up

GOOD CVR + HIGH COST

Improve creative
efficiency or adjust
audience

Signal is there,
economics need work



Before touching ads: fix your hero + CTA first. If the page doesn't convert, better ads just send more people to a broken page.

PART 4: WORK BLOCK

| WORK PRIORITIES

1

BUILD YOUR STYLE_GUIDE.MD

Colors from
colors.co, fonts from
Google Fonts, visual
tone

2

REFINE YOUR LANDING PAGE COPY

Based on synthetic
test results

3

PLAN YOUR DEMAND TEST

One audience, two
angles, budget,
success threshold

4

START BUILDING YOUR LANDING PAGE

Use a code tool
(Tier 2), not a chat
window

PART 5: WRAP

| WHAT'S DUE THURSDAY

1. LANDING PAGE — LIVE

Headline, value props, CTA, email capture

Must use your style guide (colors, fonts, tone)

Carrd, Framer, Webflow, or build with a code agent

2. STYLE_GUIDE.MD

Completed — colors, fonts, visual tone

3. DEMAND TEST PLAN

Audience, two angles, budget, success threshold

Ready to launch

4. GOOGLE ANALYTICS CERT

Begin this week

Google Skillshop — free

| THURSDAY'S CLASS

Landing pages are **due and live**.

Demand gen strategies lecture: paid vs earned vs organic.

You start driving **real traffic**.

The real world gets a vote.

| PODCASTS THIS WEEK

LLM TOOLS LANDSCAPE

Web portals vs code portals vs local agents

If you were confused about which tool to use for synthetic testing, this is the explainer

SYNTHESIS + SYNTHETIC TESTING

Interview synthesis methods, synthetic testing workflow, critical evaluation

Deeper dive on what we've been doing

 Both are on the course site. Listen before Thursday.

END OF CLASS 10

Next: Landing Pages Due + Live · Demand Gen Strategies