


# 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 FLAVORS

## WEB PORTALS

claude.ai, ChatGPT

- › Chat in a browser
- › Brainstorming, writing, analysis
- › Copy-paste everything in and out

## CODE AGENTS


Claude Code (web + CLI), Cursor

- › AI sees your **whole project**
- › Edits files, manages code, deploys
- › Web version: no setup. Local: full power.

## API

Anthropic API, OpenAI API

- › AI plugged into **your programs**
- › Custom workflows, automation
- › Build AI features into your product

 **Code agents come in two flavors:** [Web](#) (Claude Code web — no setup, runs in browser) and [Local](#) (Claude Code CLI, Cursor — on your machine, full git/deploy). This week: web. Build phase: local.

# | 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



**Hand the template + your BRIEF.md + BRAND\_POSITION.md to an AI** and ask it to walk you through generating your style guide. It will suggest colors, fonts, and visual tone that match your brand.

# **LIVE DEMO: COOLCOLORS.CO**

*Generate → Lock → Regenerate → Export hex codes*



# | OTHER TOOLS TO KNOW



## GOOGLE FONTS

Font pairing  
[fonts.google.com](https://fonts.google.com)



## REALTIME COLORS

See your palette on a  
real page  
[realtimecolors.com](https://realtimecolors.com)



## FONTJOY

AI-powered font pairing  
[fontjoy.com](https://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.

# | 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.

# I 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)
- › UTM on every ad
- › Simple creative (1 static; optional 1 video)
- › 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