



JEFF MOLANDER Author | Speaker | Trainer

Organizations that turn to Jeff include



Make My Blog Sell for Me

an ONLINE lead generation training course

What makes this 30-day training distinct

- **Laser-focus on *doing*, not just knowing.** Your success is in the doing—not the knowing. Most blogging courses dump a ton of information and send you off; instead, I'll help you start *doing*—creating leads and sales. This allows you to measure results from investing in this training.
- **Focus on small businesses & sales reps.** Every lesson, every example is based on the needs of small business owners and sales reps like you. Curriculum is designed especially for busy people who need to make blogs *sell* for them—beyond awareness or branding.
- **Personalized coaching.** Weekly Webinar classes keep you committed, focused and in constant contact with me. Plus you get personal, LIVE access to me over the course of the 4-week course (and thereafter via a private Google+ Group).

This is the winning formula that has helped so many other people like you to discover how to make blogs create sales leads.



“Jeff Molander’s training course is the first of its kind... speaking plainly, practically to making blogs sell. Our UK- based firm specializing in helping entrepreneurs grow their businesses is putting Jeff’s tips to use with clients and driving real revenue—leads and sales!”

Mucha Murapa
CEO, Matrix Global Media



What you get

The Make My Blog Sell for Me training program has everything you need for success for just **\$497**.

- **4 WEEKLY WEBINAR CLASSES**

Each Saturday morning at 12 pm ET we come together for 45 minutes of lecture PLUS 30 minutes of group question-and-answer. As each week progresses we cover new material, tackle any challenges you're encountering with homework and celebrate early successes of students too. Using my handy worksheets you'll start applying what you learn—immediately. You'll get more and more confident in yourself and be able to measure progress—leads coming in. Every class is recorded in case you miss it or want to replay it. You can access this powerful information any time of day or night from anywhere in the world.

Week 1: The “Big 3” Success Principles for Sales-focused Blogging

Learning outcome: You'll know the success principles of today's most successful social sellers.

Functional outcome: You'll begin to take action on the principles in your business setting by identifying specific, lead-generation blogging opportunities.

Week 2: Designing Your Blog to Sell

Learning outcomes: You'll know how to structure blog articles & video scripts in a specific way that grabs prospects' attention, creates response and capture leads from them more often. You'll also be crystal-clear on how to effectively capture leads through presentation of other media “content nuggets” like ebooks, video tutorials and helpful checklists that your customers crave.

Functional outcome: You'll take action on opportunities discovered in week 1 by further developing blog subjects/titles and articles/stories that create leads for your business/organization. You'll pull together actual blog articles that attract search engines, earn readers and capture leads.

Week 3: Putting the Principles to Work

Learning outcomes: You'll learn ways to speed-up and improve the research, writing and design processes by keeping things simple. You'll discover how to create an effective lead nurturing routine and how to balance reader experience with search engine optimization to achieve maximum results.

Functional outcome: Finalize and prioritize a handful of blog articles and accompanying ebooks, white papers and educational video tutorial concepts that will create a stream of inbound leads for you. You'll now begin to create an effective email-focused lead nurturing routine that ensures leads convert to sales.

Week 4: Simplifying All the Moving Parts

Learning outcomes: You'll discover a handful of productivity tips, tricks and short-cuts to getting things done. We'll cover everything from editorial calendars to landing pages, blogging software, WordPress plugins, YouTube videos, LinkedIn and more using a simplified approach to decision-making.

Functional outcomes: Decide what to “outsource” and what to do yourself—quickly and without the headache! You'll have ALL the basic skills and knowledge needed to continue actually practicing what you learned!

- **BONUS: PRIVATE GOOGLE+ GROUP**

You'll get a FULL YEAR of unrestricted access to my private Social Selling Experts Google+ Group where I release Members Only video tutorials, ebooks and other exclusive content. You also get to ask questions to me, other students and world-renowned guest experts like Coryon Redd (search engine marketing). This is a safe, private space to get question answered that you may feel afraid to ask. I, and my colleagues, will be accessible and available. It's like private coaching at an insanely affordable price.

- **BONUS: 12 MONTHS OF NO-B.S. ADVICE**

I know what's bullshnicky and what's actually worth your time because I'm always doing my research. That's why I'm presenting a series of live and recorded Webinars (4x annually) on your biggest questions & challenges. My quarterly, Members Only social selling advisories make sure you know what's bullshnicky and what's actually worth your time. You'll get these Webinar programs each quarter for a full year.

- **BONUS: COMPLETE mp3 AUDIO and mp4 VIDEO DOWNLOADS**

I want you to have this knowledge in all formats so you can access the training from anywhere at any time. In addition to being able to replay the Webinar lessons you'll get access to the full course in audio format. You can stream lessons online, download them to your mobile device—whatever you wish. This gives you the power to review lessons on your own schedule wherever you'd like.

- **UNPARALLELED CUSTOMER SUPPORT** I want you to be successful! Let me know any time you have a question and it will be answered promptly. You have access to all of my knowledge and resources 24/7 online and via email.

In 4 weeks you'll be able to:

1. Get more leads, referrals & sales by creating irresistible curiosity on your blog;
2. find customers who are not yet ready to buy and nurture them to create buying behavior;
3. Avoid what doesn't work and make what you publish addictive to customers.

I will show you how to help potential customers get more confident in themselves as buyers using your blog. Why would you want that? Because when people get confident in themselves they TRUST the source of their new found confidence—you. Plus, they begin to see your products and services as a logical "next step" in a journey they're on.

In fact sometimes they'll ask you for the sale.

I know this technique works because it's what turned my sputtering consulting practice into a six-figure business within a few months. The same is true among the dozens of businesses I learned this blogging system from (who you'll meet during the course).

FULL Money Back Guarantee



For every dollar you invest with me, it will pay for itself or yield a greater return. If not, I will give your investment back. You can try out all the training and bonus materials at my risk. If they don't produce results I want you to ask for your money back. There is absolutely no risk on your part. The burden to deliver is entirely on me. If you put forth a reasonable effort and don't begin to attract and nurture new customers after the training I'll give you a 100% refund. This lead generation training course will give you a practical system to generate sales. Period.

Ready to start making social media sell?

GET STARTED TODAY

Tuition fee: \$497



“Within a few days Jeff’s course helped me change-up my blogging strategy in ways that created leads and freed up my time. Today I’m blogging with more focus, faster and with a sense of purpose. I really feel like my blog is working for me—rather than the other way around!”

Susan Drake, *President and Founder*
Drake Resource Group and Ascendis Learning Connection

Your professor



Jeff Molander is a successful entrepreneur, having co-founded the Google Affiliate Network in 1999. He is adjunct professor of digital marketing at Loyola University, a professional speaker and international business trainer speaking to small business and corporate audiences across the globe.

His book, [*Off the Hook Marketing: How to Make Social Media Sell for You*](#), is first to offer a clear path to making social media create leads and sales.