

# The Ballen Method Secrets of Success - Secrets to a Powerful Blog: Dominating the Internet with Purpose, Passion and a Plan



Before my husband and I began our Real Estate life, he was a magician. Thats right - a Las Vegas magician! And he was great! Im not saying that because hes my husband - well, maybe a little - but there are many people who still remember him, and even more kids whose lives he made happier at the many childrens parties we created, not just for our daughter Tabitha, but for many other kids as well. I have to confess that I wasnt at all sure about this Real Estate business, especially in Las Vegas, and in this current economic climate nationwide. But as the saying goes - in adversity there is always opportunity - and so Richard and I took the plunge and off we went. Neither of us knew much about Blogs, or how powerful they can be in business. Especially this kind of business. And how much they have since become a very valuable part of our lives, and our business success. At that time there wasnt very much information about Blogs, or what they are, and how to get one started. And certainly not anything about how to make a good one, and how to make sure that it is perfectly formatted and targeted at just the right audience which you are trying to reach with your message. You are about to experience magic. That is what Lori Ballen generates. The Ballen Method is Internet lead generation magic. It will work for any business or professional service provider. Here is what I know to be true: if you read this book with care and follow its guidance, your enterprise will grow ... magically! I have known and worked with Lori for two years. I have watched what she does and I have seen what she has accomplished. I have spent hours in conversation with her and attended her training. She is a unique and powerful force - a special blend of pragmatic wisdom and primetime pizzazz. She makes things happen and she gives things sizzle. I am not writing this short forward to her book as a testimonial. I am writing it to prepare you for what you are

about to receive. I want your antenna on high alert and your mind set to wide-open. Put aside everything else and give this message (and all its techniques, wisdom and guidance) your full attention. You will thank me for getting you ready to immerse yourself, to fully absorb and to positively activate some real life magic: the Ballen Method. Dave Jenks Boulder, Colorado February 2013 The Ballen Method was not created overnight. While I have always been quite natural at marketing, the secrets of this Method did not come easily, or without a struggle. You see, when I hear someone say something out loud, I often think to myself, Oh, that would make a great commercial. Within seconds I know the title, the slogan, and a jingle, and how to make it. Its just how my mind works. While this book is not the place for the entire story of my life, or how these abilities evolved, or how I was able to eventually apply them to The Ballen Method, I do want you to be aware of your own intuitive abilities. It is important for you to know that as you move forward and begin to understand clearly what the Method is and how to apply it to each element we discuss, that you also become more and more aware of your own abilities to add your own creativity to what you are about to learn. This will be of great help to you, not just in your business, but also in life. For me, The Ballen Method has made it possible to build several incredibly successful businesses, from catering and entertainment, to a childrens furnishings store, and now to our real estate business: [www.BallenGroupHomes.com](http://www.BallenGroupHomes.com) It works but only if its created based on specific guidelines, which in themselves are part of the secret of such success

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