



Pin your way to prizes!

Now you can use Pinterest, the Web's virtual bulletin board, to win big! More companies are using the site to offer amazing giveaways, like designer purses, cameras and cash, and Carolyn (aka "Contest Queen") Wilman says these tips can shift the odds in your favor!

✓ BE UP TO THE CHALLENGE!

The basic premise of Pinterest contests? "Pin" images to a virtual board, then send your page's link to the sponsor. Some randomly pick a winner, while others have judges select the best-curated page—and Wilman says those are the ones that give you the best odds since fewer people take the time to enter! As Wilman says, "I could enter 60 sweepstakes in an hour or one Pinterest contest. That's why most contestors will pass it by, making it easier for you to win."



✓ FINDING THE TOP CONTESTS!

Sure, you could search for "contests" on Pinterest—but then you'd have to sort through thousands of dubious hits. The easier way? Wilmer recommends visiting an aggregate site like her own ContestQueen.com, SweepsAdvantage.com and ContestGirl.com. Once there, plug the word "Pinterest" into the site's search for an instant list of legitimate contests!

✓ THINK LIKE A DECORATOR!

Creativity is king on Pinterest, and on judged contests, you get votes for putting together pieces that create a pleasing whole. So imagine you're a decorator and, keeping the theme of the board—your "room"—in mind, "surf the Web for the unusual, the stunning, the beautiful," says Wilman. "The items don't have to match, but they *do* have to combine into an integrated final product."



—Maria Lissandrello