

# “Help me boost my luck!”

From winning contests to increasing your overall good fortune, it's easier and more fun than you think to boost *your* luck!

## 1 Win sweepstakes!

### Learn about the best contests!

“The number-one question I get is ‘Where do I find legitimate sweepstakes?’” says sweepstakes specialist Carolyn Wilman. “Visit aggregator sites like ContestGirl.com, Online-Sweepstakes.com and SweepsAdvantage.com. They post the best contests making it easy to spot the ones you want to enter!”

### Increase your odds!

There are four ways to boost your chances of winning contests, says Wilman. “First, zero in on short entry periods. KFC, for example, just ran a three-day-long sweepstakes—fewer people find out about contests with such short lead-times, making it easier for you to win. Second, decrease your competition by entering local promotions rather than national contests. Third, enter *single* entry promotions because everyone has the same odds of winning. And fourth, find contests that require a bit of ‘work,’ from creating a Pinterest board to developing a recipe. Fewer people enter contests that entail any legwork, upping your odds of winning!”

### Devise your own system!

“I win fewer than 1% of sweepstakes I enter—yet I bring home five to 15 prizes a month,” says Wilman. The reason? “I enter, enter, enter! In one and a half hours, I can enter 100 contests while watching TV. The key is having an organized system: Bookmark all your sweepstakes, organizing them by the date they end, the sponsor’s name and the prize. For example, if I know a contest expires on July 23rd, I’ll enter every day until the deadline, then delete that book-

mark. Then create folders on your desktop: a ‘daily contest’ folder, a ‘top prize’ folder for contests offering a car or trip, and a ‘single entry’ folder for contests you enter once and forget about. Click, click, click and you’re done!”

### Fire up your smartphone!

“A lot of contests have you taking a picture on Instagram or tweeting,” says Wilman. “For example, a local Marshall’s store just held a contest for a \$1,000 gift card where folks had to take an Instagram picture of themselves buying something.” As for Twitter, every Tuesday, Wednesday and Thursday, a variety of brands hold “Twitter parties.” By following the hashtag—a Massage Envy party might use #LessStress4Me, for example—and answering a few questions, you become eligible to win prizes. Go to Tweeparties.com or MommyBlogExpert.com for a schedule of Twitter parties.

## 2 Create luck!

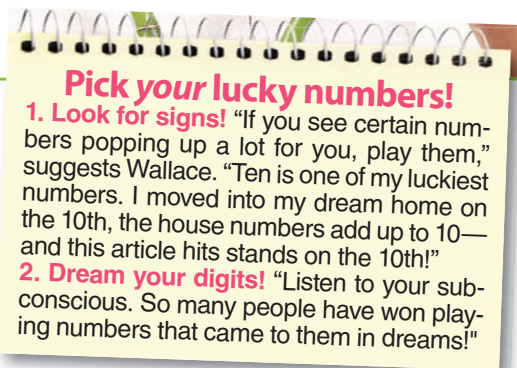
### Keep your eyes open!

The luckiest people stay open to new possibilities. And that helps them notice things others don’t: In one study, they easily spotted a \$20 bill on the sidewalk that others walked past. “If you’re too focused on the task at hand, you miss other opportunities that may be right under your nose!” explains “luckologist” Ric Wallace.

## 3 Up your lottery odds!

### Play the right numbers!

“Stay away from quick-picks,” advises lottery winner Richard Lustig. “Instead, pick your own set of numbers and don’t ever change them. Statistically speaking, every time you play those numbers and *lose*, you’re giving yourself better odds of winning with them the next time.” How to pick the



### Pick your lucky numbers!

- 1. Look for signs!** “If you see certain numbers popping up a lot for you, play them,” suggests Wallace. “Ten is one of my luckiest numbers. I moved into my dream home on the 10th, the house numbers add up to 10—and this article hits stands on the 10th!”
- 2. Dream your digits!** “Listen to your subconscious. So many people have won playing numbers that came to them in dreams!”

winningest digits? “You don’t want to play a set of numbers that’s won before; the odds are astronomical that they’ll ever repeat,” he explains. “Go to your state’s lottery website and plug in your numbers to learn if they’ve come up before. If they haven’t, go with them!”

### Try the ticket trick!

“Never spend grocery money or rent money,” says Lustig. “Figure out a budget you’re comfortable with and spend it on one game instead of buying, say, two five-dollar tickets, a 10-dollar ticket and so on. That’s like trying to hit the target blindfolded! Just divide whatever your budget is by 10 and buy 10 of one type of ticket. Or if your budget is five dollars, buy five one-dollar tickets. Statistically, buying all your tickets in a row ups the chances that one or more will be a winner.”

—Kristina Mastrocola

## Our expert panel

**Carolyn Wilman**—author of *You Can’t Win if You Don’t Enter*—runs ContestQueen.com, where she gives tips on how to find, enter and win prizes from sweepstakes, contests and giveaways.

**Ric Wallace** is the author of *21 Lucky Lottery Tips for Selecting, Playing, and Winning Lotteries*. Learn more at LotterySquirrel.com.

Seven-time lottery winner **Richard Lustig** is the author of *Learn How To Increase Your Chances of Winning the Lottery*. Find more of his tips at WinningLotteryMethod.com.