

**THIRD EDITION**

**PRIZES  
PRIZES**



**EVERYWHERE!**

Carolyn Wilman

Foreword by

Tom Cavalli, owner of iWinContests

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## **You Can't Win If You Don't Enter**

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## **How To Win Cash, Cas, Trips & More!**

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For Winning

## **Prizes, Prizes, Everywhere!**

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For Winning

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For details on quantity orders, contact the publisher at  
[orders@wordsforwinning.com](mailto:orders@wordsforwinning.com)

Paperback ISBN: 978-1-7773194-3-4  
eBook ISBN: 978-1-7773194-4-1

Cover design by Mark Lobo of [doze!gfx](http://doze!gfx).

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# INTRODUCTION TO PRIZES, PRIZES, EVERYWHERE!

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Books & Workshops	<b>4</b>
Table of Contents	<b>5</b>
Dedication	<b>7</b>
Testimonials	<b>8</b>
Foreword	<b>12</b>
Introduction #1	<b>15</b>
Getting Started	<b>22</b>

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# BOOKS & WORKSHOPS

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Subscribe to The Winning Edge and receive a FREE 12-page Sweepstakes Starter Kit, with 10 key steps to begin winning TODAY!

The Winning Edge is a twice-monthly newsletter chock-full of tips and tricks, rants and raves, contest news, and, of course, giveaways! PLUS sweepstakes alerts from The Contest Queen.

Subscribe to The Winning Edge and download your little book of winning big for FREE here:

<https://bit.ly/LittleBookofWinningBig>

## **BOOKS BY CAROLYN WILMAN**

You Can't Win If You Don't Enter

How To Win Cash, Cars, Trips & More!

Prizes, Prizes, Everywhere! (coming soon)

## **BOOKS BY HELENE HADSELL**

The Name It & Claim It Game

In Contact With Other Realms

Confessions of an 83-Year-Old Sage

A Man Called Friday

## **ONLINE WORKSHOPS**

WINeuvers for WISHcraft 2.0

Sweepstakes for Beginners

How to Win Giveaways on Social Media

RoboForm 101

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# TABLE OF CONTENTS

---

Dedication	iii
Testimonials	v
Foreword	11
Introduction	13
Why Run a Sweepstakes?	25
The Official Rules	37
Five Ways to Enter	45
In-store	45
Radio/Phone-in	51
Mail-in	55
Online	64
Text Messaging	74
Entering Online	77
Software for Entering Online	79
My Online Winning System	85
How to Win Using Social Media	109
Facebook	111
Twitter	119
Instagram	126
Pinterest	134

---

# TABLE OF CONTENTS

---

Join a Sweeping Club	135
Stay Safe	149
You're a Winner!	155
Avoiding Scams	173
Tax Implications	187
Being Lucky	191
Conclusion	217
Acknowledgements	219

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# DEDICATION

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To all the friends I have made on this amazing adventure I call contesting, and to the best contest buddy I could ask for, my daughter Nicole.

In memoriam:

**Helene Hadsell**

author of *Contesting: The Name It & Claim It Game*  
June 1, 1924—October 30, 2010

**Bob Mennell**

contributor to *You Can't Win If You Don't Enter*  
March 5, 1934—December 12, 2013

**Dortha Schaefer**

original member of *The Affadaisies*  
November 21, 1920—January 23, 2013

**Ron Miller**

creator and owner of *Powersweepstaking*  
November 21, 1920—June 18, 2018

# TESTIMONIALS

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## **The Contest Queen Has Taught Others How to Win Over \$1 Million in Prizes!**

### **Wendy Won a House**

“I just wanted to follow-up on my email to you. You may remember I qualified on the radio with two local radio stations for a chance to win a house. 700 contestants, over approximately four months qualified for a chance to turn a key to see if it opened the front door. On May 8th, we attended the Gala Party, where upon entry you deposited your ballot with the assigned number into a drum. Throughout the evening there were thirty numbers selected. Mine came up in the second to last group of five. All thirty of us came to stage where thirty actual keys were in a fish bowl. You would pick a key from the bowl and try to open the door. Twenty-one people before me were unsuccessful. I chose the key that opened the door to a \$250,000.00 home.

Two days prior to this event you sent me the link to Helene Hadsell, I listened ... I SELECTED, PROJECTED, EXPECTED and COLLECTED. Is it a coincidence? This is my biggest win so far. Like the words in Elton Johns' song SOMEONE SAVED MY LIFE TONIGHT. I am on disability and with my husband out of work, we just had signed the papers to re-mortgage our current home to pay off debts. We were able to cancel the re-mortgage



# TESTIMONIALS

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because of this wonderful event, and that is my story.  
THANK YOU!”

—Wendy in Barrie, ON

Full Story: <https://bit.ly/SPECaHouse>

## **Delaney Won a Ferrari**

“I want to thank Carolyn Wilman (or @ContestQueen on Twitter) as she has a great website, Contest Queen. It’s sort of because of her that I started entering sweeps as well as blog giveaways because she has won quite a few and she has tips on bettering your odds. Well, dang if she wasn’t right!”

—Delaney in Wichita, K

Full Story: <http://bit.ly/WinaFerrari>

## **Nicole Won a Car**

“I was reading your newsletter on Monday, May 7th and I took note and wrote down on a sticky your saying "I am Lucky, I am a Winner, I am a Grand Prize Magnet". I placed it beside my computer to bring luck. I also got your book for a Christmas gift.

Around 6:30 p.m. that night, I got THE call and it was Angela from Treehouse TV. I was so excited since I was a potential winner of the grand prize - A Pontiac Montana SV6 loaded with toys! So amazing it's a \$30,000 prize!! I wanted to put the phone down and

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# TESTIMONIALS

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start screaming but my husband kept on trying to calm me down.

I am going to Pontiac Mills in Oshawa this Saturday and they are going to do a presentation at 11:00 a.m. with Dora and Sponge Bob present for this event. Thanks Carolyn!"

—Nicole in Chelmsford, ON

## **Carolyn is a Winner!**

"I attended the seminar and it was simply amazing. I had no idea how much information one could learn. You really do need an entire day to go through so many aspects including how winning contests can liven up your life and take you on many new adventures! I learned so much about the tools one can use today.

There is a community of "contestors" who are enthusiastic and always having fun. The seminar was only 2 weeks ago and today I won my 1st contest!"

—Carolyn in Ottawa, ON

## **Sandra & Michael won a Trip to Outer Space**

"We won \$80,000! Yes, that's not a typo. We won the grand prize from the Proctor and Gamble Gillette Hitch a Ride to Outer Space Contest. We had the choice of a flight to outer space including the 3-4 days of training in Virginia to be weightless for 3-4 minutes or the cash. We took the cash!!

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# TESTIMONIALS

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We scrambled to get the forms signed and sent (including a medical). A couple months later we got the cheque in the mail. WOW! We paid down our mortgage, bought a car and are having our bathroom renovated as we speak.

Thanks for all your help. I bought your book and have done pretty much everything you wrote about. I entered my name and my husband in the "single" contests and his name came up. I enter contests daily and your book has helped me organize things so well. I share my knowledge with anyone who wants to know. Being a stay at home mom and loving the Internet, it's the best hobby out there - totally free and totally fun, don't you think? It's like Christmas every time I win. Who knows what will be next?!"

—*Sandra & Michael in Thorndale, ON*

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# FOREWORD

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Growing up, I was always fascinated with sweepstakes and contests. I've always entered to win—mostly radio contests. Be the 15th caller! That was me. I even had a particular phone I felt would redial faster than most. The local radio stations all recognized me as I walked in regularly to pick up prizes.

Fast forward to the year 2008 when I won a cruise and a truck from the Cleveland Browns, plus became a finalist for a trip to the NCAA Final Four Men's Basketball Championship. I didn't win the trip but received a few smaller prizes for participating. I came home and thought to myself. "There is something to this sweepstakes stuff."

After a little online research, I discovered an online site that listed all kinds of sweepstakes and a book. That book was *You Can't Win If You Don't Enter* by Carolyn Wilman. I ordered, read it, and from that day forward, have made sweepstakes part of my life.

It was motivating because Carolyn has a passion for sweepstakes and wants people to win. Little did I know how much reading that book would change my life over the coming years or that we would become friends.

In the beginning, there was a learning curve of understanding what to enter along with how much time I could devote. Working full time, I only had a

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# FOREWORD

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small amount of time to dedicate to sweepstaking each day, so I had to be specific about what I chose to enter. Soon, the prizes started rolling in. The trip wins started adding up, to the point I would not plan a vacation because I knew I would win at least three of four every year. I am currently closing in on 100 trip wins. (Carolyn thinks I should write a book about all my trip wins and the adventures that ensued. We shall see.)

In 2010, I attended my first Annual National Sweepstakes Convention and met Carolyn. Yes, there really are conventions attended by 500+ like-minded individuals. Every single person there has had incredible wins, plus the stories that go with them.

A few years later, I started iWINContests.com as a simple one-page newsletter that went out once a week and has grown to a full-fledged sweepstakes aggregate website with specialty sections such as text-to-win and a Discord chat. Sweeper University was created following Carolyn's footsteps to teach others to win.

Over the years, I've seen sweepstakes change numerous times, mainly due to technology. Apps now dominate how you enter. I think back to that particular phone. Now, it's almost a thing of the past. The days of mailing in your entries are rapidly disappearing, and staying current on how and what you enter are the keys to long-term and continued success, especially on

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# FOREWORD

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social media. Facebook, Twitter, Instagram, TikTok, Byte, SnapChat ... and new ones are coming out each day. What will be the next big thing, the best way to enter, the app that marketers gravitate to?

Those changes are why Carolyn continues to update her books, not only for her reader's enjoyment but to help them continue to win. She thrives on hearing about what others have won. She is genuinely just as happy as the person who won, sometimes even more.

Entering sweepstakes is a great hobby that will enhance your life in countless ways. Maybe it's a gas gift card that stretches your budget, a new appliance to replace the dying one, or the magical once-in-a-lifetime trip to the Oscars or the Super Bowl.

Sweepstakes are something ANYONE can succeed at if you are willing to put in the time and effort. Read this book, apply the lessons, and enter with a sense of confidence that you will win.

## **Tom Cavalli**

*Owner of [iWinContests](#) and teacher at Sweepers University*

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# INTRODUCTION

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*"The amount of good luck coming  
your way depends on your willingness to act."*

**Barbara Sher**

Sweepstaking changed my life in ways I couldn't have imagined when I began entering daily as a hobby in 2001. I could envision the prizes, but I couldn't conceive of all the adventures I would go on nor the lifelong friends I would make. Honestly, the people I met were the biggest surprise of this hobby.

## **HOW IT STARTED**

I had a penchant for winning from the beginning. As a kid, I loved party games where I could win a prize. I wouldn't always win, but I delighted in the excitement of trying. As a teen, I would spend hours near our rotary phone calling into our local radio stations to win. As an adult, I would always fill in an entry form if I found one. For an occasional 'sweeper,' I would win frequently. (For complete definitions, see the NOTE later in this chapter.)

In 2001, two things occurred that put me on the path to becoming a daily contestor:

1. I had been unemployed for the most prolonged period I have ever experienced in my professional life as I got caught in the dot.com bubble bursting.

# INTRODUCTION

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2. I read an article in Reader's Digest about a couple who entered sweepstakes daily to enhance their lives.

I remember thinking, "*I don't have to work. I can just win what I need.*" It didn't work, and I have yet to earn my living winning, but it's sure fun trying!

I began my sweeping hobby by surfing the web and discovering an entire community of people who enjoy entering and winning. I joined a few groups, signed up for a couple of newsletters, and through trial and error, came up with an Internet-based sweepstakes entering system that really works. How did I know my system worked? My results, of course—I consistently win 5-15+ sweeps every month, month after month, year after year.

In 2004 I decided to write my first book, *You Can't Win If You Don't Enter* after the 100<sup>th</sup> person asked me what my secret is to winning so much. I knew I was onto something with the system I have developed since I started entering daily, and I wanted to share my discoveries, ideas, thoughts, and enthusiasm with others.

Then someone asked me, "Why would you give all your secrets away? Wouldn't teaching others how to be successful sweepers decrease your odds of winning?" It was a tough question.



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# INTRODUCTION

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While driving to a friend's house, I contemplated whether or not I should continue to write the book. On the way, I passed a church. The service announcement board out front said, "*You Can't Lose Helping Others Win.*" I knew then, and there that I would write the book. People ask for a 'sign from God,' and I had one sent to me, literally! (I wish I had taken a picture of the sign.)

## **20 YEARS LATER**

In this edition, I will cover everything from the ins and outs of the five ways to enter sweepstakes, the Online Winning System I have developed over years of entering (and entering and entering...), stories from fellow sweepers, and what pitfalls to avoid along with many tips and tricks to increase your odds of winning.

Before my 1<sup>st</sup> Edition, most books on the hobby of sweeping focused on only three methods of entering; in-person, phone-in, and mail-in. This left out the current ways of entering online and mobile phone contests. In my 2<sup>nd</sup> Edition, I added social media contests, which have become a staple in every sweeper's daily hobby. In this 3<sup>rd</sup> Edition, I am updating all the entry methods as technology is always evolving.

When I began entering giveaways in 2001, there was no single source of sweepstake information. My goal was to create a hub of all the sweepstake resources

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# INTRODUCTION

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available in North America. In conjunction with my book, I launched ContestQueen.com.

I now have hundreds of links to sweepstakes aggregates, newsletters, tools, along with all my blog posts, newsletters, videos, virtual classes, and books, from all over the world.

With all this information at your fingertips, you can choose which methods of entry you want to participate in, which groups and forums you may want to join, and what types of sweepstakes you want to enter.

Frequently, I get asked what my favorite sweepstakes resources are, and that doesn't matter. Why? It's not about me. It's about you and what you like. Check out different sites and formats. When you find one you enjoy, use that. When you are having fun, that's when you win. The moment this hobby feels like work, stop. Negative energy or drudgery won't bring you big prizes.

To me, sweeping is one of the best, most rewarding hobbies around, and I am sure you will feel the same way after your first win. By reading this book and using the many ideas, tips, and tricks included within, I hope you enjoy the hobby of sweeping as much as I do.

## **WHAT YOU NEED**

There are two adages given to the hobby of sweepstakeing: the 3Ps and 4Cs. What every sweeper

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# INTRODUCTION

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needs; **P**atience, **P**ersistence, and **P**ostage, along with would like to win; **C**ash, **C**ars, **C**omputers, and **C**ruises.

To be a winner today, you will also need these 3Ds.

**Delighted** because you will not win unless you are entering with an upbeat, positive attitude and expect to win.

**Dedicated** because similar to going to a gym or being on a diet, consistency is key. Entering every day will garner you winning results.

**Discerning** because you need to: 1) know how to tell the difference between a scam and legitimate sweepstakes AND 2) what giveaways are worth spending your valuable time entering.

If you are new to the hobby, do not get overwhelmed by all the winning opportunities. Be aware there is a learning curve, but once you get going, you can enter dozens of sweepstakes each day.

If you are a seasoned sweeper, you know this hobby is ever-evolving, and you must regularly update your entry skill sets to continue winning.

## **COMMUNITY**

While researching my first book, I discovered there was an Annual National Sweepstakes Convention. Yes, an entire event around finding, entering, and winning

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# INTRODUCTION

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sweepstakes, attended by hundreds of people. The convention moves from city to city each year, depending upon the sweepstakes club that volunteers to run it. In 2005 it was in Moline, IL and after reaching out to the hosts, not only was I going to attend, I was going to be a speaker. My then-husband Craig and I packed up the minivan and headed out on a road trip. I had no idea what to expect.

I have always felt like a duck out of water. Felt I didn't fit in—an outsider. I will never forget the first day at the convention, looking around and having the overwhelming feeling I *knew* everyone there. Once I walked into the convention hall and saw 600+ people just like me, I felt like I had come home. I turned to Craig and said, "*We are coming back every year.*" Afterward, I learned I had found my soul group, my spirit family, my tribe. Finally, I fit in.

The sweepstakes friends I have made from this hobby:

- far outweigh any prize I have ever won.
- are the ones who have helped me grow, both in sweepstakes and in life.

Even though I consider myself a seasoned sweeper, I am not so arrogant to think I know everything. Yes, I am the Contest Queen, and I teach others how to win, but there is so much to learn, and the hobby is changing so

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# INTRODUCTION

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quickly, it's essential to be an active part of the sweepstakes community.

In addition to entering sweepstakes, I encourage you to make friends (see Meet Fellow Sweepers), join Groups (see How to Win on Social Media) and learn from other teachers (see Winning Resources). Your life will never be the same. I guarantee it.

**Carolyn Wilman**

The Contest Queen

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# GETTING STARTED

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*"The secret to getting ahead is getting started."*

**Mark Twain**

The first thing people want to know when they decide to start entering sweepstakes as a hobby is, "*Where do I begin?*" It can be overwhelming, and it's why I created a section on ContestQueen.com called *5 Steps to Begin Winning*.

*NOTE: All of these steps are expanded upon and discussed in subsequent chapters in this book.*

## **STEP 1: Get Organized**

The key to winning is to be organized. If you are not organized, you will most likely, and inadvertently, disqualify yourself. Then, even if your name is selected, you will not win.

### **Online Contests**

1. Create an email address just for entering sweepstakes.  
This will keep your hobby separate from your personal and work life, plus cut down on spam.
2. My #1 tip, ALWAYS READ THE RULES!  
Learn to quickly scan online rules for:
  - a. eligibility,
  - b. start and end dates,
  - c. entry frequency.

# GETTING STARTED

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3. Use tools to help you enter faster, such as RoboForm. (See Step 2.)
4. Keep track of your wins.  
Track all your wins in a spreadsheet, so you know when to expect to receive a prize, along with feeling lucky each time you see how much you have won. (Download a copy of my *Wins Tracking* Excel spreadsheet here: <https://bit.ly/CQWinsTracking>)

## Mobile Giveaways

1. Ensure you have a plan that offers unlimited texting, along with a reasonable amount of data, so that you can sweep on-the-go.
2. Learn how to connect to a local hotspot when out-and-about.  
Taking advantage of the free Wi-Fi in malls, coffee shops, etc., will save you data.
3. Load the apps for Facebook, Twitter, Instagram and TikTok on your smartphone so you can enter during downtimes.

## Mail-In Sweepstakes

1. Ensure you have:
  - #10 envelopes,
  - 3" x 5" blank cards,

# GETTING STARTED

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- stamps,
  - black or blue pen.
2. Use clear printed (not cursive) block letters when entering.
  3. Space your entries out throughout the entire sweepstakes.

## **STEP 2: Enter Faster**

To enter more contests in a shorter amount of time, use the right tools. You wouldn't dig a garden with a spoon. You would use a shovel. So why enter each online form manually?

My form filler of choice is RoboForm. It's what I use to quickly fill online entry forms, and it's what I use to organize all my sweepstakes.

### 1. **Save**

Save time and money when you use the offer RoboForm gave me for all my followers. Receive 30% off, or more, on an annual subscription. <http://bit.ly/CQRFSpecial>

### 2. **Learn**

Check out the free tutorials RoboForm has on their website, then take the Contest Queen's online workshop RoboForm 101 for step-by-step instructions on how to master RoboForm to organize all your entries. <http://bit.ly/CQWorkshops>



# GETTING STARTED

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## Stay Tuned

Sign-up for my free newsletter, The Winning EDGE. It's chock full of tips and tricks, rants and raves, contest news, and of course, giveaways, plus sweepstakes alerts. <http://bit.ly/TheWinningEDGE>

## **STEP 3: How to Find Winning Opportunities**

### Follow

As I am the Contest Queen, one of the most obvious places to find winning opportunities is to follow me on all my social media channels:

**Facebook:** <https://bit.ly/ContestQueenFB>

**Instagram:** <https://bit.ly/ContestQueenIG>

**TikTok:** <http://bit.ly/ContestQueenTT>

**YouTube:** <https://bit.ly/ContestQueenYT>

You will find posts and links to all things winning: blog posts, stories, news articles, rants, referrals, and of course, sweepstakes, contests, and giveaways.

### Seek

The next place to find winning opportunities is sweepstakes aggregates, websites, and online groups.

**Canada:** <https://bit.ly/CQCDNResources>

**United States:** <https://bit.ly/CQUSResources>

**International:** <https://bit.ly/CQINTLResources>

# GETTING STARTED

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## Connect

Many people think the best part of entering contests and sweepstakes as a hobby is the prizes. It's not. It's the people. Be part of the winning community. Help each other win. Learn from one another. Share giveaways. I have made contest buddies, sweeping pals, and life-long friends from attending club meetings and conventions. Don't miss out. Make friends today.

- **Good Vibrations Sweepstakes Club:**  
<http://bit.ly/GoodVibrationsSweepstakesClub>
- **Virtual Contest Club Meetings:**  
<https://bit.ly/ContestClubMeetings>
- **American Sweepstakes Clubs:**  
<https://bit.ly/USAClubs>
- **Canadian Contest Clubs:**  
<https://bit.ly/CDNClubs>
- **Sweepstakes Conventions and Meetings:**  
<https://bit.ly/SweepstakesConventions>

## **STEP 4: Take Your Hobby to the Next Level**

You are already doing it. You bought this book. (See chapter *Winning Resources* for additional teachers and books to learn from.)

I have also blogged about the hobby since 2008. Use the magnifying glass on ContestQueen.com to search on any topic you want to learn about.

# GETTING STARTED

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## **STEP 5: Masterminding with the Contest Queen**

Every month, I host online webinars, seminars, hangouts, and live streams, teaching you the ins and outs of finding, organizing, entering, and winning.

### **Workshops**

I teach online workshops covering topics such as: Contesting for Beginners, How to Win on Social Media, and Helene Hadsell's WINeuvers for WISHcraft 2.0. <http://bit.ly/CQWorkshops>

*NOTE: After being out of print for 30+ years, I updated and republished Helene Hadsell's best-selling book [Contesting: The Name It & Claim It Game](#). The workshop is an updated version of the one she used to teach.*

### **Win a One-on-One Sweepstakes Masterclass**

I host a sweepstakes on my website, giving away a 1-hour private one-on-one masterclass each month. The winner gets to learn how to overcome the hurdles they are experiencing within their hobby. Enter here: <https://bit.ly/CQGiveaways>

### **Hangout**

Hang out with like-minded winners (see Step 3, Connect).

# GETTING STARTED

## Live-Streams

Be sure to follow me on Facebook (see Step 3, Follow) YouTube and TikTok as I frequently live-stream Sweepstakes Q&As, chats on being lucky, prize unboxings, plus tips and stories. <http://bit.ly/ContestQueenYT>

There is a learning curve to any new skill one chooses to undertake. Sweepstaking is no different. In the past, mailing in entries or calling into your local radio station were two of the limited options you had. Today it has expanded exponentially, layering in online, social media, texting, video, etc., leaving you to master many winning skills.

I recommend getting comfortable with one entry method before learning another. This tactic reduces mistakes and lessens your frustrations. Every person I know that has taken this hobby seriously, and put in the effort, wins.

*"Contest Crack; one win, and you're hooked!"*

**Carolyn Wilman**



*STORY: It all begins with one entry.*

### **Alicia—Huntersville NC**

*I met Chelsey in College. We both were majoring in Psychology and took a few classes together. We also*

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# GETTING STARTED

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attended the same church and hung out sometimes. A few years after meeting her, I noticed she started posting on Facebook about sweepstakes. It intrigued me, so I asked her about it. Chelsey told me she had learned how to win more effectively from someone named Rachel [Marie Travis], and I should Friend her on Facebook. I became Facebook friends with her and for a few years watched Rachel win lots of trips and many prizes. I also saw Chelsey continue to win prizes. During this time that I was watching them win, I told myself that I couldn't win like that or that it wouldn't be worth trying for someone like me. This negative self-talk kept me stuck in observing others live a life I dreamed of instead of taking actionable steps towards living the life I dreamed of having.

Then one day, I noticed on Instagram that there were several book giveaways being sponsored by authors who were building their platforms. I started entering and began winning. I was winning so much that I was getting a few new books a week. I even won five books from the Counseling Center that included *The Body Keeps The Score*, which was on my bucket list!

The feeling of excitement from going to get the mail and getting a new surprise became addicting. It suddenly dawned on me that this was what Chelsey and Rachel had been doing and that if I could focus energy on winning books, why couldn't I focus energy

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# GETTING STARTED

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on winning bigger prizes? That was the moment I decided to allow myself to learn a new hobby that would create the opportunity to bring new experiences and friendships into my life.

I am dreaming much bigger now and taking steps towards making those dreams into achievable goals. It's working because I have also won a \$1000 Visa gift card, a new bed, and a \$1200 pellet grill.

I hope one day I'll be able to win my husband and I a new truck. Along the way, I'd like to win some trips or a cruise experience. (I've never been on a cruise). I am excited about all the possibilities that sweeping can bring. I've sat on the sidelines watching long enough, and now it is my turn to play the game!



*NOTE: Rachel Marie Travis is another sweepstakes teacher. See [Winning Resources](#) to learn more about Rachel and her winning ways.*