

THIRD EDITION

**CONTESTING:**

The  
Name &  
It  
Claim It  
Game

WiNeuvers for WiSHcraft

Helene Hadsell

UPDATED BY

Carolyn Wilman  
The Contest Queen

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WINeuvers for WISHcraft

Third Edition of The Name It and Claim It Game

1. Success. 2. Contests—Psychological aspects. 3. Rewards.  
(Prizes, etc.)

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# BOOKS & WORKSHOPS

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To read articles and stories from Helene Hadsell's archives, along with other adventures, audio programs, and videos, all for FREE, visit [www.WordsForWinning.com](http://www.WordsForWinning.com)

Also, get your FREE 15-minute SPEC-inspired Manifestation Meditation by signing up for the Words of Wisdom newsletter.

## **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

## **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 TAG POWELL**

Money & You  
Instant Money (audio program)  
Master Keys to Persuasion (audio program)

## **ONLINE WORKSHOPS**

WINeuvers for WISHcraft 2.0  
Sweepstakes for Beginners  
How to Win Giveaways on Social Media  
RoboForm 101

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# DEDICATION

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To Helene and all the great sweepstakes teachers that came before me. Not only did they make the hobby better, but they also changed countless lives.

**Helene Hadsell**

June 1, 1924—October 30, 2010

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# AFFIRMATION

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Helene liked to repeat a simple phrase whenever she lectured, wrote, or counseled people:

*“Let me be a channel to help people help themselves.”*

As she isn't here to state this phrase, may each of us reading these words affirm her prayer.

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# FOREWORD

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I am not sure when I first heard about Helene Hadsell, but if you spend any time as part of the contest community, eventually, you do. How could you not? Helene was famous for winning every contest she entered and prize she desired, including a fully furnished home.

Sometime in the early 2000s, I was given a used copy of *The Name It & Claim It Game*. I felt very lucky as it had not been in print since 1988. I devoured it.

It wasn't my first introduction to positive thinking, visualization, mental projection, goal setting, etc. When I turned eighteen, my dad gave me my first motivational book, telling me, "If I can teach you at eighteen what I learned at thirty-six, you'll be way ahead of me."

After years of self-study, I concluded that my purpose was to teach others two things. First, how to bring more fun and excitement into their everyday lives by winning sweepstakes, and second, how to utilize a wide range of metaphysical methodologies as well as teachers—like Helene—to achieve that magical life.

I started my teaching path in 2004 by writing a book: *You Can't Win If You Don't Enter*, and also by publishing a newsletter. Then in 2008, I added a blog and a podcast to my platform. Every other Monday for several years, I chatted with the movers and shakers in the promotional industry, eager to share my message.

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# FOREWORD

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As I was always seeking dynamic guests for my podcast, I reached out to Helene, and she agreed to be on my show. I

was beyond excited. (The audio interviews were recorded and can be found on my WordsForWinning YouTube channel, along with an entire video playlist here: <https://bit.ly/HeleneHadsell>.)

After our first interview, I was pretty brazen and bluntly asked Helene if I could come to Texas to meet her in person. She said no. A few days later, I received a phone call from her inviting me to visit. Helene said my spirit guides were so loud that she had to concede. (I'm loud in life, so it didn't surprise me that my spirit guides are also loud.)

That November, I found myself in Alvarado, Texas, in the presence of this amazing woman. To me, women like Helene were the original teachers of spirituality. Helene had mastered not only the Law of Attraction but also the art of manifesting, along with a whole slew of other extraordinary metaphysical skills. It's that very mastery that she imparts in all of her books. Helene also felt 'if she could do it, you could do it.' Although the hobby itself has changed tremendously over the past 50 years, the mind-mastery skills and the life lessons Helene imparts are timeless.

During my visit, Helene suggested that I pick up her

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# FOREWORD

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gauntlet and start sharing with others what she had been teaching for decades. She didn't see herself teaching in person again and didn't want her messages to pass with her. I didn't do anything with her suggestion until now.

Because I interviewed her, wrote about her, and shared her teachings over the years, I received many requests for Helene's books, courses, and Blueprint readings. Finally, it was time for me to stop holding the gauntlet she'd given me and start running with it.

I reached out to her family and purchased the rights to update and republish her books. I was beyond excited to be putting out into the world what this intelligent, vibrant, and gregarious woman asked me to do over a decade ago.

Her son Dike sent me paperback copies of all of her books along with a CD with a digital copy of this book. I was astonished to discover that the 1988 printing I had was not her latest edition. Helene had updated it in 2010—the year she passed away. Her desire to teach never waned.

It is important to me that I maintain the integrity of Helene's work, so I've made only minor adjustments in this edition. I reformatted her book for current publishing methods (Print On Demand, Kindle, Kobo, Google Books, and Apple Books), added notes where

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# FOREWORD

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required, and included a Recommended Reading section at the end so you may continue to learn and grow.

I've also made it easy for you to distinguish Helene's words from mine. All of Helene's are in Arial font. All of my words are in Times Roman font.

Just like Helene, it is my hope you understand her teachings and not only become a prize winner but a big winner in the game of life.

**Carolyn Wilman**, aka The Contest Queen  
Best-Selling Author of How to Win Cash, Cars, Trips & More!

# MY ADVENTURES WITH HELENE

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As stated in the Foreword, I was fortunate to spend four magical days with Helene. I am frustrated that I do not have a photographic memory. My memories are sporadic, as I only remember bits and pieces. However, hindsight is 20/20, and I wish I had kept a journal or notes during my stay.

Here is what I do recall.

## **Friday, November 14th, 2008**

I landed mid-afternoon and headed off to rent a car. Helene lived in Alvarado, Texas, which is approximately 30 minutes south of Fort Worth and an hour from the airport.

As I wasn't going to have cell service or Internet at Helene's (it has changed since then), I stopped at Starbucks to update my email and connect with home, as calling long distance was going to be prohibitive on my flip phone. (It was 2008, after all!)

When I arrived at her doorstep, it was past dinner time. Helene was so sweet. She kept a plate warm for me, good home cooking. We sat at the table and talked about my day while I ate.

Then I got the tour. It was an open-concept home, and in the center was her conference area. This is where she held her workshops. I could only imagine what it would have been like to attend an original WINEuvers for WISHcraft workshop.

When Helene hosted full weekend seminars, she had a guest house for the students. As it was just me, I stayed the back guest room.

# MY ADVENTURES WITH HELENE

**Saturday, November 15th, 2008**

After breakfast, I headed to Starbucks to check in, write, and get a Cinnamon Dolce latte. I brought one back for Helene, extra hot and double-cupped so it would survive the drive. She LOVED it! She had never had a drink from Starbucks or a latte, and I remember how giddy she was sipping her first hot, sweet, foamy drink.



Conference Area

On my way to Starbucks, I spotted a roadside stand selling fresh pecans. Of course, on the way back, I stopped and bought two bags to bring home with me. What a treat!

# MY ADVENTURES WITH HELENE

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When I returned, Helene said she wanted to buy some supplies to create Blueprints. She was out of the photo albums with the sticky pages she used. Off we went on a shopping trip.

I should say adventure. One of Helene's favorite sayings was Helen Keller's quote, "Life is a daring adventure or nothing." Anytime spent with Helene, no matter how mundane on the surface, was an adventure!

Our first stop was Rosa's Café, as by then it was lunchtime. The first thing we spotted when we walked in was a big sign advertising a sweepstakes.

You had to record a 30-second video describing your experience at the café. As Helene didn't have any modern video recording skills, I recorded her entry and submitted it on her behalf. She messaged me a few months later, telling me she had won a secondary prize. She really did win every contest she entered, and I got to witness it firsthand. While looking for pictures for this book, I found her video submission. I posted it on my Contest Queen YouTube channel. If you want to see it, here's the link: <http://bit.ly/HelenesContestEntry>.

We ended up going to several Dollar Trees and Dollar Generals, as none of them seemed to have enough of the specific photo albums Helene needed to make her Blueprints. In the end, we found a dozen or so.

Once we got back, we sat and enjoyed afternoon tea. Helene still had her coffee station set up in her kitchen from her workshop days. Coffee maker, kettle, mugs,

# MY ADVENTURES WITH HELENE

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teas, sugar, etc., all set out for anyone to enjoy a cuppa anytime they wished. It was the first time I'd ever had Irish Breakfast tea. To this day, it is still one of my favorites.

Later that evening, we watched a Made for TV movie: *The Two Mr. Kissels*. For some reason, I still remember the whole movie. It may be because, as crazy as the story was, it was based on real-life events.

Helene and I talked during the commercials. I can still see her sitting in her big easy chair with a heating pad on each armrest to keep her warm. I sat on the couch, tucked under a crocheted throw. The following year she mailed me that throw. The note enclosed said I won first prize as the best guest in 2008. I still have the note and throw.

We talked about how she manifested all of her adventures, prizes, and dreams. Helene told me there was one thing she still wanted to do; be a guest on *The David Letterman Show*. It was one adventure that never manifested for her.

## **Sunday, November 16th, 2008**

I planned my whole trip around this day. Since I was coming to Texas, I thought, "Why not be in town for The DFWinners Sweepstakes Club monthly meeting while visiting Helene?"

Not only did I invite myself to the meeting, but I also invited Helene! Thankfully, the club was thrilled to have me as a guest. They were ecstatic when they discovered Helene was coming with me.

# MY ADVENTURES WITH HELENE

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Just as I had done every day on this trip, the first stop on our way to Irving was Starbucks.

While we drank lattes, I worked on my laptop. Helene sure loved the sweet and foamy concoctions Starbucks had to offer. I could only imagine how often she would have been frequenting the store had she discovered them sooner.

Helene didn't want me to take any pictures of her during the trip, but she did let me snap a partial one using my computer camera. (See Helene tucked into the bm right-hand corner?!)



# MY ADVENTURES WITH HELENE

Sadly, the resolution was perfect for the web but not great for print. Even so, I thought the memory was worth sharing.

I might not remember every detail of the weekend, but thankfully, I had the sense to blog about our visit to The DFWinners Sweepstakes Club monthly meeting. Here is what I wrote:

## **The DFWinners**

Last Sunday, I was lucky enough to attend the monthly club meeting of the DFWinners with Helene in tow. (See if you can spot her in any of the pictures.) It was held at the Spring Creek BBQ restaurant in Irving,



# MY ADVENTURES WITH HELENE

Texas. I found their club to be so different from the one I belong to.

My club, The Winner's Circle, only has twelve members. We meet once per month at a local restaurant. We have lunch, chat about the hobby, and have a scratch lottery ticket trade.

*NOTE: We now meet twice a month on Zoom. Join us for our Virtual Contest Club Meeting. <https://bit.ly/ContestClubMeetings>*



This meeting had twenty-nine people in attendance. I'm not sure how many members they have. They have



# MY ADVENTURES WITH HELENE

Then I got up and spoke a bit about the hobby and answered questions about how the hobby is different between Canada and the United States. The shortlist of the differences are the lingo (contestor vs. sweeper), the taxes (in Canada, we do not pay income tax on winnings of any kind), there are virtually no mail-in contests left in Canada, and the number of local sweepstakes where participation is required is far greater.



# MY ADVENTURES WITH HELENE

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I discovered later that the part of the meeting I spoke about was their Educational Session, where they learned something new to increase their odds of winning. The previous month they had made shaving cream envelopes.

Then they had their draws. I won the 50/50. WOOHOO! (I bought my daughter pink cowgirl boots with my winnings.)

After all the winning was done, they discussed club business. (The business section was very similar to the business section of my Toastmasters club meetings.) Since it was November, they talked about the Christmas party/meeting and the new executive for the following year. I then realized the four women sitting at the front were the President, Webmaster, Secretary, and Treasurer.

At the very end, Helene stood up and offered to host a few members as guests in her home one Sunday in the new year and teach them firsthand about attracting the wins they really want. They will have a draw for the five winners in January. Everyone was very excited at the prospect of being lucky enough to win an afternoon with Helene!

The two hours went by so fast. Helene and I had so much fun!!

Helene had told me she stopped entering sweepstakes years ago because she won everything she ever wanted. My winning energy was so contagious that by

# MY ADVENTURES WITH HELENE

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the time I left, we were in the process of winning her a new computer. (I seem to have that effect on people!) So we agreed once she won, my family would all come down for a visit, and we would get her all set up. I plan to ensure our trip coincides with another DFWinners meeting! If you are traveling, see which sweepstakes clubs are in the area and attend a meeting if possible. It's a great way to be around fellow sweepers in between conventions.

On our way back to Helene's, I spotted a sign for frozen custard. I asked Helene what it was. She said it was similar to ice cream. We were like two little kids as we skipped dinner and ate custard instead. I remember sitting in the car, cups of custard in hand, giggling as we devoured our sweet treat.

## **Monday, November 17th, 2008**

It was time for me to head home. After breakfast, I headed to the airport, but no trip to Texas would be complete without buying a pair of cowboy boots. I stopped at Cavanaugh's Boot City. I bought myself a pair of Justin Boots and my daughter a pair of pink cowgirl boots, which are currently tucked away in her keepsake box.

Sadly, I never saw Helene again. She passed away two years later. I will always be grateful for our time together, the lessons I learned, and the opportunity to share her wit and wisdom with you now.

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# INTRODUCTION #1

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AN EXCITING CHALLENGE FOR YOU, THE READER:

Learn how you can play the game of life using positive thinking to win.

You may find this a bold and egotistical book. I hope you do. You may also find ideas that can guide you in the transformation of your life. If you feel like you've never won anything in your life, you CAN change that pattern and become a WINNER; that is, if you want to change.

Why was this book written? It was written for people who are unhappy and dissatisfied with their present status. Most of all, it was written for those of you who are willing to challenge your present ideas about life and change them when necessary.

What is the key to success—the key that opens the Magic Box where all goodies of life are stored? It resides in the mind: the vast computer that has the secrets of the Universe and of life itself. So much awaits us when we become aware of the mind and when we take control of it.

We can finally learn why things happen to us, which places us in control of our fortunes. No person and no circumstance can disturb our inner peace. Fear and tension vanish when you use positive control. Heartache and headache are exposed and dissolved. Everything becomes right when we learn to love in this new way.

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# INTRODUCTION #1

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You possess all the capabilities for self-enrichment. You need only exercise these powers. As you begin, have no concern whether you are proceeding correctly.

Just begin.

**Helene Hadsell**

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# THE MISSING CHAPTER

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It was only upon recording the Audible edition and having to make edits to the print edition to match that I discovered a missing chapter.

In 2019 when I received Helene's books from Dike Hadsell to begin the updating and republishing journey, I discovered Helene never stopped writing or teaching. I had a 1988 and a 2003 of *The Name It & Claim It Game*, but I discovered Helene had kept updating the book until 2010. The year she passed away.

As I updated the book I worked from the 2010 digital edition and cross-referenced the 1998 and 2003 editions adding in stories she wrote, plus articles she sent me.

In 2020 I was lucky enough to find a used copy of her 1971 first edition. Then in 2023, as I recorded the Audible book, we needed to reference the print editions. As I was flipping through her first book I noticed a chapter title I didn't recognize *What's Taking You So Long?*

Some of it was new, but some of it was very familiar. Most of the 'missing' chapter can be found in her second book *In Contact With Other Realms*. I assume it was left out of her second 1988 edition for good reason. Therefore, I decided not to re-edit *The Name It & Claim It Game*, and instead create a free PDF download for you. <https://bit.ly/HHMissingChapter>