

Help me WIN BIG!

Feeling lucky? You will be, thanks to these easy expert strategies that will boost your chances in sweepstakes and lotteries!

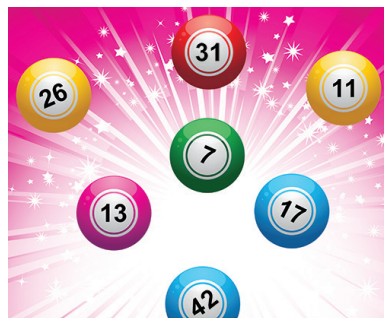
Stand out in sweepstakes

Pinpoint opportunities

Use an aggregator site that posts legitimate sweepstakes and contests in one place so you won't have to worry about scams, advises sweepstakes expert Carolyn Wilman. Her top picks? SweepSheet.com, SweepstakesFanatics.com or SweepstakesAdvantage.com. And think seasonally. "Now that it's spring, you'll see more and more giveaways for BBQs, patio furniture and the like, as well as tie-ins to spring and summer holidays," observes Wilman. "Just search Twitter or Instagram for hashtags such as #WinaBBQ, #GardenGiveaway or #MothersDaySweeps to win everything from garden equipment to gift cards to trips."

Follow the rules

It sounds so simple, but just sticking to the rules can dramatically up your chances, promises contest expert Tom Cavalli. "Domino's Pizza, for example, recently held a sweepstakes where they were giving away 50 prizes worth \$10,000



each, and to win, you had to take a picture showing why you were the biggest Domino's fan," he says. "But almost half the entrants just took a picture of a Domino's box—they didn't follow the directions, leaving only about 200 to 250 entries that had any chance of winning!" Bonus: You have a better chance of winning contests that require a few more steps—such as taking a photo or video or developing a recipe—because fewer people enter them.

Think strategically

"There are so many sweepstakes and contests in your own backyard," says Cavalli. "I live between Tampa and Orlando, so I check out all the local radio and TV stations in both cities, and not a week goes by that I don't win something such as, most recently, a trip to Universal Studios!"



Up your lottery odds instantly

Zero in on the best odds

Most of us play Powerball when the jackpot reaches hundreds of millions of dollars, but you're more likely to win by entering smaller drawings, like Pick 3, Pick 4 and Pick 5, says lottery expert Ric Wallace. While they have lower payouts, they have better odds. "In fact, I know someone who only plays keno, a lottery-like casino game with a maximum payout of \$500," Wallace says. "She's won 60 times and has made \$30,000!"

Cue quick picks

If you have the option of buying a ticket with a computer-generated set of numbers, like quick pick, easy pick or quick

play, go for it, advises Wallace. "According to USA Powerball, 70% of lotto winners let the computer pick for them." Also smart: Buy more tickets at once rather than purchasing more often. So if you tend to pick up one ticket once a week, save up and buy four once a month—that concentrates your chances, upping your odds.

Follow the "31 rule"

Choosing your own digits? Pick at least one number over 31. While it may not necessarily increase your odds of winning, it will increase how much you win. Explains Wallace, "Most people only play birthday numbers, so if all the numbers drawn are 31 or lower, the payouts are usually lower than if one number is over 31."

Our expert panel



Carolyn Wilman, author of *How to Win Cash, Cars, Trips & More!*, runs ContestQueen.com, where she offers tips on how to enter and win sweepstakes and giveaways.



Tom Cavalli, who has earned more than \$500,000 in prizes, runs iWinContests.com and SweeperUniversity.com, where he teaches contest-winning tactics.



Ric Wallace is a multiple lottery winner and expert on increasing your luck. Learn more strategies at LotteryCharms.com and LottoDreameBook.com.