

WIN Cars HOLIDAYS AND PRIZES!

How to Enter and Win Prize Competitions



Win Cars Holidays and Prizes

How to Enter and Win Prize Competitions.

Lynne Suzanne

Copyright

Copyright © 2019 Lynne Suzanne

All rights reserved. No part of this publication may not be reproduced, copied, stored in a retrieval system, nor transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the express written permission of the publisher.

Revised Edition 2019 (e-book)

ISBN 978-1-902424-31-6

Published by L A Publications

www.lynnesuzanne.com

Disclaimer: This book is intended to be a guide only. Although the author and publisher have made every effort to ensure the information in this book was correct at the time of writing and do not accept liability to any party for any loss, damage or disruption caused by errors or omissions, whether such errors or omissions from result from negligence, accident or any other cause.

Win With Lynne

Congratulations you have won...

Imagine the thrill of winning cars, holidays and treats for your family and friends. By entering and winning prize competitions, you could...

Drive gleaming new cars

Laze on sun-kissed beaches in exotic climes

Experience the thrill of Everglades airboat rides

Gaze in wonder at the spectacular Victoria Falls

Marvel at the del-heights of Angel Falls

Swim in crystal clear lagoons

Fly to capital cities for shop-till-you-drop weekends

Mingle with millionaires in Monaco

Coast the Cape and South Africa's glorious garden route

Enjoys latest movies on state-of-the-art entertainment systems

Entertain in your professionally decorated home

Invite guests to sizzling garden barbecues

Shower your family, friends and charities with gifts and toys galore

Lynne Suzanne has won all these prizes and many more. Now it's your turn, as Lynne takes you on a fascinating journey into the wonderful world of entering and winning prize competitions. Good Luck and Happy Comping.

Preview of this book

Chapter One

Win Prize Competitions

As you read this, someone, somewhere is opening a letter with the words, "Congratulations you have won."

Every day, there are thousands of prizes waiting to be won. Ordinary people just like you, travelling the world, driving luxury cars, turning dreams into reality. All of this courtesy of prize-winning competitions.

Dreams of winning remain just that - dreams. Unless you ACT!

I acted when I found a magazine prize draw. Answering three easy questions, I wrote them on a postcard, added my name and address and sent it on its way. Three weeks later, I heard the mail being delivered. Now picture this scene.

Amongst the bills and circulars was a long white envelope. Imagine the feeling of excitement reading, 'Congratulations you have won a family holiday to Miami, staying at a luxury hotel with car hire and Everglades trip'.

Believe me, the thrill when you win is indescribable. A Miami holiday - and all for the price of a postcard and stamp!

Discover how you can Win Cars Holidays and Prizes in prize competitions, as I share my secrets of success you with.

What's in store

To begin, you'll need some competitions to enter. A number of years ago, you could find entry forms in supermarkets and high street stores. Nowadays, these have disappeared, although details of competitions can be found on a few packets and cans in the shops. The majority of competitions are now online on the Internet.

However, there are also plenty of prize competitions to enter in magazines, newspapers, on TV and radio shows. Many offer different routes of entry, such as mailing your contact details on a postcard, texting, phone-in or entering online.

Although most brochures are now online, you can still receive holiday brochures in the mail, which may contain competitions for you to enter.

Your best chances of success are with local competitions and prize draws, so do enter those in your local newspapers, on local radio, in-store promotions to win shopping hampers and vouchers, attend local fetes and exhibitions.

When I began 'comping', as this hobby is affectionately known, I never dreamed it was possible to actually win holidays and cars, yet thanks to competitions, it's a pastime where your dreams can come true. But you must believe you can win and enter.

Lady luck

You'll notice some competitions are simply free-to-enter prize draws where all you have to do is complete your name and address, email address and contact phone number. Other prize draws ask you to answer a few easy questions, often relating to the product or prize. Do ensure you enter the contest before the closing date, which is when the competition ends.

You can enter a variety of prize draws, offering goodies from teddy bears, footballs, boxed chocolates and microwaves to holidays and cars.

Winning a prize draw is pure luck. Should your entry be the first drawn at random, you win. Do remember, for a chance to win, you must be in the draw.

In the write place

My sister won a fabulous holiday to Egypt by being observant and lucky. She noticed some tiny forms tucked down by the side of the check-out in her local supermarket.

Reading the text, she discovered all she had to do was complete her details and pop the entry form into the in-store prize box.

But finding the box was like searching for a needle in a haystack. Once. Twice. Three times she toured the aisles. She asked an assistant. Eventually, the box was located on top of a high shelf.

Donning Harlem Globetrotter skills, she retrieved the box and noted there were about nine entries in there. Obviously another nine 'would-be winners' like herself. She dropped her form into the box and wished it luck.

She'd only been home a few hours when the store manager phoned.

"Do you remember entering our competition to win a trip down the Nile?" he asked.

"Yes," she answered cautiously.

"Well, I'm delighted to tell you, you've won first prize. A fabulous holiday to Egypt for you and your family."

She was speechless!

Now the interesting thing about this story is that there was a holiday to be won every day for ten days. By the tenth day, the prize draw box, now having grown to four times its original size, was located right in the entrance to the store, where you couldn't possibly miss it, and there were literally hundreds of entries in there.

Consider this. Until my sister posted her entry, her chances of winning were nil. On the day she entered, her odds of winning were ten to one. On the tenth day her odds were several hundreds to one.

There's a moral there somewhere. I'll leave you to work it out!

Sowing seeds of success

Competitions have seasons too, so you need to know when to visit certain outlets. When the seed manufacturers' display stands spring up each year, look out for prize draws on seed packets in garden centres and supermarkets. It's also worth visiting gardening related websites to win plants, garden furniture and even garden make-overs.

March is the time when all those spring-cleaning products are advertised, and you have a chance to make 'clean getaway' to a prize-winning holiday or car.

To celebrate Valentine's Day, Pancake Day, Mother's Day, and Father's Day, you may find prize draws in local stores, local radio and online.

My mum won a Caribbean cruise when she entered a free prize draw found on the label of a new range of summer swimwear at a shopping mall.

Prize draws to win food hampers and other festive goodies are great to enter in local competitions around Christmas time. Whilst to celebrate New Year, it's a good time to check out competitions to win fitness and holiday prizes.

Local newspapers, delivered to your door, often contain prize draws or task competitions. For instance, our local newspaper has a 'spot the mascot' contest, which involves scouring every page to find where it is hidden. Take the time to enter as statistically you have a much better chance of winning a local competition than a national one. Also, winning small, yet welcome prizes helps keep you motivated.

Motor-vated to win

When we visited a friend's house, and he proudly showed us his newly purchased car, my children asked, "Well, what did you win that on, then?"

Encourage children to enter competitions. It's educational, fun and a great pastime. Plus, they have a chance to win holidays, bikes, computers and equipment for schools.

I recently returned from a local exhibition, where I entered over twenty separate competitions, and most of them were free prize draws. Prizes on offer ranged from bottles of champagne to tablets.

Margaret, a comping friend, is the proud owner of a Rover car, won when she entered a free prize draw at a national motor show exhibition.

Visiting a food exhibition, brought Sue, another comping friend, a microwave. Just for answering a few easy questions and posting her entry in the prize box. Pure luck? Yes, but someone has to win.

Christine, a wonderful friend I met through comping, was speechless when the manager of a catalogue company phoned to say she'd won a Rover in their prize draw. All she did was apply for a catalogue and tick the 'please enter me in your prize draw' box. She hadn't even placed an order!

Remember, the only competition you have no chance of winning is the one you don't enter. Food for thought!

Multiple entries

It's important for you to read the competition rules. Entries may be limited to one per person, one per household or to entrants over or under a specified age. Others allow you to submit one entry per day. Any infringement of these rules means your entry will be disqualified.

Where you can enter by post, either on a postcard or on the back of a plain white envelope, should multiple entries be allowed, then stagger your posting dates so that each of your entries arrives on a different day. This means they have a chance of being stored in different containers. For if there's only one prize, you don't know which container the judge will pick to 'select an entry at random', do you?

You may decide to post one entry a week until the closing date. Simply write the date you need to post your entry where the stamp will go. Then file your postcards or envelopes in date order until ready to post.

Organization is your keyword. I have specific websites where I enter online competitions, and these are mainly online national magazines. Many have an option for you to subscribe free to their mailing list, and they will send you an email when a new competition or prize draw has been added online.

It helps to have a separate email address for your competitions, and I filter these into a separate folder in my in-box. It not only keeps your competition emails separate from your normal emails but is easy to spot any emails letting you know you've won a prize.

Competition rules

Competition Laws and rules vary for individual countries and are subject to change. A number of years ago, when you entered a prize draw where no skill was required on your part, there had to be a route where you could enter without making a purchase, such as sending your name and address on a postcard or plain piece of paper in an envelope.

Where skill was required, such as answering a few questions and completing a tiebreaker slogan, then promoters could request a 'qualifier', usually a till receipt showing proof that you had purchased the qualifying product. These were the type of

competitions that greatly improved your chances of winning prizes, compared to 'the luck of the draw' free prize draws.

Since that time, Competition Laws and rules in the UK have changed and we have seen competition entry forms disappear from supermarkets and high street stores, whilst there has been considerable growth in the popularity of online competitions.

You can still win cars, holidays, household appliances and other wonderful prizes, and it's often cheaper for a promoter to organize a competition and offer a fantastic prize, than it is for them to take out a large advertisement in a national newspaper or magazine. A prize competition can be promoted on their website for many months and gives them an opportunity to collect valuable information on potential customers. Currently, at the time of writing, your prize gains are tax-free, so should you win £100,000, it's all yours to save or spend.

As most prize draws and competitions are now online, then it is still important to read the competition rules, to avoid disqualification.

Another reason for reading the rules is to check the prize on offer. Don't always assume that a prize-winning holiday will include both flights, hotel and meals. It may only comprise accommodation and you have to pay for flights, and your 'free prize' may end up costing you a lot of money.

Similarly, a prize for a spa day out, which is in your vicinity or a short distance away, may be an attractive prize competition for you to enter, however, if it involves a long trip, then do check if travel is included, or whether you'd be prepared to fund the travel costs yourself should you win.

Be aware of any 'scams' or offers that seem too good to be true. I recently entered an online competition and received a phone call asking my age, marital status and annual income. This made me very wary, especially when I was offered free apartment accommodation for a week in an overseas holiday resort. I asked what

the catch was and was told I could easily purchase cheap flights on the Internet, and that condition of taking up their 'offer' was to attend a couple of hours with their holiday resort consultant. I politely declined this 'win'. Having said that, the majority of competitions you enter, especially where they are household brands, award the genuine prize to the winner.

Personally, I never enter online competitions where I'm asked to include my date of birth or financial information, in order to help protect my security. Most online competitions only require your name, phone number and email address, so they can contact the prize winner and maybe send you marketing information.

In May 2018, in the UK, the General Data Protection Regulations (GDPR) came into force and requires companies to allow you to opt-in to receive newsletter and marketing information. GDPR reshaped the way organizations approach data privacy, and you can find out more information on the Information Commission Officer (ICO) website.

Skill v luck

You can increase your chances of winning a prize by entering those competitions where winning depends on your skill. I recently entered an online competition to win an open airline ticket to anywhere in the world with six stopovers. The task involved identifying global landmarks from pictures and a few clues. I spent many an enjoyable hour searching the Internet and duly submitted my entry. I didn't win the prize, however, I enjoyed researching and entering, and increased my knowledge of geography and landmarks.

Obviously, you have a better chance of winning local competitions, whether they are in-store prize draws, on the local radio or in local newspapers, rather than national or even international competitions, and is a good starting point when you begin this fascinating hobby.

I enter as many local competitions as I can, and once a week enter online magazine and supermarket websites for competitions. I bookmark the websites in my web browser, and then simply work down the bookmarked list, entering those competitions where I'd like to win the prizes.

System-matic approach

Record keeping is not necessary, but you may find it advantageous. When you've entered several competitions, will you remember if you read 'one per household' or whether you've already submitted an entry or not? You may wish to record your entries, perhaps on a spreadsheet or in a notebook, especially if you're new to this exciting hobby. Good Luck!

Contents of Win Cars Holidays and Prizes

Packed with Lynne's secrets of success and prize-winning tips, each chapter ends with an informative or entertaining article.

Chapter One - Win Prize Competitions

What's in store

Lady luck

In the write place

Sowing seeds of success

Motor-vated to win

Multiple entries

Competition rules

Skill v luck

System-matic approach

ARTICLE: Comping Madness

Chapter Two - Tackling Competition Tasks

Caption competitions

Crosswords

Creative competitions

Estimations

Factual questions

Game shows

Identification competitions

Instant wins

Inventing names

Limericks

Multiple choice

Number of words

Online competitions

Phone-in competitions

Photography competitions

Prize draws

Recipe competitions

Spot the difference

Tiebreaker competitions

Word search

Writing competitions

ARTICLE: For Wetter, For Worse

Chapter Three - Write Winning Words

A positive attitude

Tackling the tiebreaker

Steps to success

Step One – Words

Step Two – Phrases

Step Three – Slogans

Step Four – Sparkling slogans

Race against the clock

Word play

ARTICLE: A Fashionable Prize

Chapter Four - Golden Nuggets

Winning words

Brainstorming

Word banks

Make every word count

Add a dash of humour

Words within words

Pun-ch Lines!

Tools of your trade

ARTICLE: Angling for a New Line

Chapter Five - Short Snappy Slogans

Puns and word play ideas from baby stores to wine merchants

ARTICLE: A Glowing First Prize

Chapter Six - Sparkling Slogans

Slogan styles

Abbreviations

Acronyms

Adapting advertisements

Adapting animals and birds

Adapting book titles

Adapting catch phrases

Adapting currency

Adapting destinations

Adapting famous names

Adapting film titles

Adapting products
Adapting proverbs
Adapting sayings
Adapting song titles
Adapting TV and movie characters
Adapting TV programmes
Adapting words
Alliteration
Amusing slogans
Aptness
Chestnuts
Coined words
Colours
Comparisons
Compass
Complements
Contrast
Conversation
Dates
Dialects
Double meanings
Environments
Finance
Generations
Headlines
Homonyms
Homophones
Internal rhyme
Inversion
Involvement
Keep it simple
Keywords

Length of service
Mathematics
Mouthwatering
Names
Negatives
Nostalgia
Numbers
Opposites
Partnerships
Please take me
Praise
Problem solving
Repetition
Sentiment
Sharing
Similarity
Staccato
Test of time
Themes
Topical
Triple balance
Trust
Value for money
Visit
Word association
Words within words
ARTICLE: Tip for the Top

Chapter Seven - You be the Judge

Advertising standards
Judging a national TV phone-in
Judging a national competition

A different slant on judging competitions

Judging feedback

Judging caption competitions

Name games

ARTICLE: The Competitor's World

Chapter Eight - Route to Success

Motivation

Action

Power of belief

Skill

Visualization

ARTICLE: Road to Riches

Chapter Nine - Win-spiration

New opportunities

Dreams come true

Memorable moments

Sharing secrets of success

Tune in to win

ARTICLE: Prize Presentations

www.win-with-lynn.com

www.lynnesuzanne.com

Other titles by Lynne Suzanne

PUNCH LINES

Ideas for advertising slogans, puns,
taglines, headlines and copywriting

PUNS

SLOGANS

TAGLINES

HEADLINES

*Lynne Suzanne
Dee Tracy*

Word Play

Inspiration for
Copywriters and Journalists

Lynne Suzanne and Dee Tracy



Lynne Suzanne

www.lynnesuzanne.com

Winning prize competitions can change your life

As an ordinary person, working and bringing up two young children, there wasn't a lot of money spare for luxuries like new cars and holidays. All that changed when I discovered the wonderful and challenging pastime of 'comping'. Entering and winning consumer prize competitions.

Having won two brand new cars, worldwide holidays, luxury goods for my home and clothes and toys for the children, I do warn you, it can become very addictive. But what a lot of fun and pleasure, and a pastime that all the family can enjoy.

I wish you every success. Happy comping, Lynne.