

**WIN**  
*With*  
**LYNNE**  
Lynne Suzanne

Free guide  
by Lynne Suzanne

How to  
**WIN**  
Prize  
**COMPETITIONS**

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## Review by

Anne Griffiths  
Editor of Home Business Success

"I picked up Lynne's guide one bitterly cold morning to read while I tucked my feet under the panel radiator by my desk - with the intention of 'just having a look', while my feet warmed into life."

"By the end of the first page I was engrossed and there's no way I could have put it down until I'd read to the end."

"I'm no 'comper' - I don't think I've ever entered a competition, let alone won a prize, in my life, but reading how Lynne had won a holiday in Devon, a health and country club weekend in the Lake District, a holiday to America and a brand new car within 6 months of starting 'comping', made me wonder what I might be missing."

# Win With Lynne

## How To Win Competitions

### Contents

<b>Win With Lynne - How to Win Competitions.....</b>	<b>6</b>
Cars, Holidays and Exciting Competition Prizes .....	6
Make those dream prizes yours .....	6
Lady Luck .....	6
Words win prizes .....	6
You can join the prize winners .....	7
The winning knack .....	7
<b>What's in-store .....</b>	<b>8</b>
Prize draws .....	8
Skill v Luck .....	8
Qualifying for success .....	9
In the `write' place .....	9
`W-h-ine' for a grape escape! .....	10
Instant wins .....	10
Recipe for success .....	10
Novel experience! .....	11
Sowing seeds of success! .....	11
“Bank”ing on a “clean” getaway! .....	11
So-fari so good! .....	12
Lynne's Hot Tips .....	12
<b>Pack a Pun-ch! .....</b>	<b>13</b>
Write first time.....	13
Words win prizes .....	14
Clearing the first hurdle .....	14

## Contents

Secrets of success .....	14
It all adds up .....	16
Lynne's Steps to Success .....	16
Step 1 - Words .....	16
Step 2 - Phrases .....	16
Step 3 - Tiebreakers .....	17
Step 4 - Sparkling slogans .....	17
Lynne's Hot Tips- Use MAPS on your road to prize winning success .....	17
<b>Win With Lynne .....</b>	<b>18</b>
Lynne Suzanne Win Your Fortune in Prizes .....	18
Extract from <i>Win Your Fortune in Prizes</i> book .....	19
Win Your Fortune in Prizes - slogan ideas.....	20
Pun-ch Lines! .....	21
Pun-ch Lines! puns and slogan ideas.....	22
Lynne's slogan ideas .....	23
Testimonials / reviews .....	24
Win With Lynne website <a href="http://www.win-with-lynne.co.uk">www.win-with-lynne.co.uk</a> for articles to read.....	
Buy Lynne's prize winning books from <a href="http://www.win-with-lynne.co.uk">www.win-with-lynne.co.uk</a> .....	



# Win With Lynne

## How to Win Competitions

### **Cars, holidays and exciting competition prizes**

I wonder if you've ever dreamed of driving gleaming new cars, lazing on exotic beaches or showering your home, family and friends with wonderful gifts, all presented to you free.

Sounds unbelievable. Yet dreams become reality when you win competition prizes. I only wish I'd been less sceptical years ago!

There are thousands of pounds worth of competition prizes just waiting for someone like you to win them. I'd read about people who never ever bought a car - they always won them. Yet I never dreamed I could win prizes. But I have. Now you can too. And I'd like to show you how to win...

### **Make those dream prizes yours**

Dreams remain just that - dreams. Unless you ACT. I took action on finding a magazine prize draw. I answered three easy questions, 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. I opened it. Can you imagine your feeling of excitement reading these words:

*"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 - all for the price of a postcard and stamp!

### **Lady Luck**

Every day someone, somewhere, just like you, opens a congratulatory letter. It may be a T-shirt, bottle of wine, computer or a Caribbean cruise.

Now we both know that winning prize draws is based on the "luck of the draw". But you can improve your chances of success by entering local prize draws or those where you have to search to find that "elusive entry form". These attract less entries than widely advertised national ones.

But...

...do enter any prize draw as someone always wins!

### **Words win prizes**

You can increase your chances of success and win fabulous prizes by entering those competitions where you

complete a task, for instance, how many words can you make from the prize winning car's name.

My second car, a Proton Persona, was scooped by finding the most words. This was great fun to do, as I systematically waded my way through a large volume dictionary to come up with 1,284 words. It was more of a challenge trying to write these on a postcard - but was achieved by improvisation - a cut down cereal packet.

When I was presented with a beautiful bouquet of flowers and my car keys, many people said: "You're lucky".

But Lady Luck doesn't play a hand in these types of competitions. You just have to know about the competition and take the time to enter. If I can do it - so can you...

## **You can join the prize winners**

Before you can enter a competition you will need some entry forms. You'll find these in supermarkets, high street stores, banks, building societies, chemists, music stores, clothing stores, dentists, vets, garden centres, petrol service stations, in newspapers and magazines, at exhibitions, airports, train stations, ferry terminals - even on coasters at restaurants and bars. Plus comps on radio, TV and the Internet.

Competitions cover a wide range of easy or challenging tasks. Comping, as this hobby is affectionately known, is educational, exciting, stimulating and great fun. Ideal for any age group. You can enter as few or as many competitions, devoting as much or as little time as you wish. Plus - its a bonus when you win wonderful prizes.

I never dreamed I'd marvel at the spectacular Angel Falls in Venezuela - but I did thanks to a competition. Just as wonderful was Zimbabwe's Victoria Falls - another prize win. Or basking on the beach in the Bahamas, courtesy of a prize win. It's a hobby where your dreams can come true.

But... you have to believe you can win and enter!

## **The winning knack**

Within six months of discovering this win-teresting pastime of "comping", I won a holiday in Devon, England, a health and country club weekend in the Lake District, a family holiday to America and a brand new car.

Winning a "first drawn from the hat" prize draw is "pure luck". However, you can increase your chances of success and win fabulous prizes by entering those competitions where you are asked to write a tiebreaker slogan. You may be like thousands of people who, when they hear the word "slogan" immediately say: "I never win, I can't write one".

Like any other hobby there's a knack to it. And it's one that's great fun to learn.

The secret of success is all down to word play. Short and apt phrases to catch the judges eye.

Ten words won me my first car - a Ford Fiesta. All I had to do was identify eight items in the supermarket from the pictures on the entry form and write a tiebreaker slogan in ten words or less from the lead-in line:

"Supermarket is my Christmas choice because..."

"Christmas goodies, exciting show,  
supermarket quality, I'm all aglow"

# What's in-store!

So, introduction over. Are you ready to join me on an exciting entry form safari? Good. Then let's move on...

Before you begin to win you need some competitions to enter. Are you ready to go shopping?

First stop is your local food store or supermarket. As you search the aisles, you'll soon notice that competition entry forms come in all shapes and sizes. Most of these are on colourful leaflets displayed beside the relevant products for example:

"Win a healthy weekend break with BRAND X healthy eating products"

Some of these entry forms are for prize draws, where all you have to do to enter is complete your name and address, before posting in the in-store box. It's useful then to carry a pen with you, so you can enter at once.

## Prize draws

Other prize draws ask you to answer a few easy questions, rearrange some anagrams or find hidden words in a wordsquare, before posting in-store or mailing to the competition address in time for the closing date, which is when the competition ends.

In the UK, when you entered a prize draw, there would have to be a free entry route. Since the new Law after 2007, promoters can ask you to buy a product in order to enter the draw. However, there are still some free prize draws around.

You can enter a variety of prize draws, giving you a chance to win prizes from teddy bears, footballs, boxes of chocolates, fridges and microwaves to holidays and new cars.

Although winning a prize is pure luck, someone wins, so do enter.

It is important that you always read the competition rules to see if there are any entry restrictions for instance: "one entry per person aged 18 or over" or "one entry per household". Making multiple entries, when you are allowed to do so, will increase your chances of success.

As you go round the store, look out for entry forms in plastic wallets attached to shelves or on the chiller or freezer cabinets. Some stores have a special offer and entry form leaflet display rack situated just inside the entrance.

## Skill v Luck

Some competition entry forms comprise two parts.

The first part of the competition is usually a task and can take the form of factual questions, multiple choice questions, anagrams, how many words can you make from the product name or prize, wordsearches, crosswords, spot the differences, identifying places, buildings or people, photography, inventing recipes, or even putting features into order of merit.

The second part of the competition is the tiebreaker. Whilst captions, estimations, and other tasks are used, more often than not, the tiebreaker will be a sentence completion. Compers refer to these as "slogan comps".

For example: Answer the following two questions:

- ◆ What is the capital of England?
- ◆ What is the capital of Australia?

Now complete the tiebreaker using no more than 15 words:

“I’d like to win a holiday to Australia with promoter’s cheese because...”

“I never enter these because I can’t write a slogan,” many of you tell me.

You’ll be pleased to learn there’s a knack to writing winning tiebreaker slogans. It’s a skill you can learn and great fun too. But more about that later. Back to our shopping...

## **Qualifying for success**

A quick study of the entry form may reveal you must enclose your till receipt showing your purchase of one or more items of the product. These proof of purchase till receipts are known as “qualifiers” or their shorten version of “quallies”, for as the name implies they qualify you to enter the competition.

As tiebreaker slogan competitions offer you the best chances of winning prizes, and we’d love to win a holiday in Australia, we’ll pop a couple of entry forms into our trolley along with our cheese.

You may remember I told you entry forms come in all shapes and sizes. As we go along the aisles you’ll notice entry forms on the sides of packets and cans. These may be prize draws or those slogan competitions.

Spotting an interesting looking competition on the reverse of a pack of pizza in the freezer cabinet, you may be attracted by the chance to win a holiday in Italy. As it’s a skill competition, i.e. you have to answer questions and complete a tiebreaker slogan, you check to see if you need a qualifying till receipt. Most of these tiebreaker competitions ask you to purchase a product, but some allow you free entry. So, do read each individual set of rules, found on entry forms or on-pack.

For our pizza competition, the qualifier is a barcode and your till receipt highlighting your purchase (a yellow highlighter pen is great for this). Okay, let’s drop the pizza in our trolley.

Whilst the majority of entry forms are on prominent display or can be found in the plastic wallets attached to shelves, some are more elusive.

“Sherlock Holmes” would be proud of your detective skills as you locate tiny entry forms tucked between cabinets or half hidden under a pile of magazines. The more “elusive” a competition, the less entrants, the better your chances of winning.

## **In the ‘write’ place**

My friend won a fabulous holiday to Egypt by being observant combined with a bit of luck. She noticed some tiny forms tucked down by the side of the check out till in her local supermarket. Reading the text, all she had to do was complete her details and pop into the in-store box.

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 basketball player skills, she retrieved the box and noted there were about nine entries in there. Obviously another nine “wannabe winners” like herself. She dropped her form in the box.

The next day the store manager phoned.

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

"Yes."

"Well I'm delighted to tell you you've won first prize."

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 box was located at the front entrance to the store, where you couldn't possibly miss it - and there were literally thousands of entries in there.

My friend's odds of winning were ten to one on the first day. By the tenth day her odds were several thousand to one. There's a moral there somewhere. But let's carry on with our shopping...

## **W-h-ine for a grape escape!**

You can find entry forms on collars around bottles of wines and spirits. These may be free-to-enter prize draws, or prize draws where you need to buy the product to enter, or tasks with slogan competitions.

Although winning prize draws, whether free to enter, or whether you have to buy the product to enter the draw, is based on the "luck of the draw", and someone wins. It could be you. The only prize draw or task competition you have no chance of winning is the one you don't enter. It's always worth entering local prize draws, even if you have to buy a product to enter, as your chances of winning local draws rather than national ones, are much increased.

## **Instant wins**

As you begin to notice competitions, you can't help spotting the 'instant win' promotions. These are on products emblazoned with the word WIN INSTANTLY a brand new car, or other prizes. When you open your pack or can, you may find a 'sorry you're not a winner this time' message, or maybe you'll be lucky and find a winning ticket, token or whatever you need to claim your prize instantly.

Thousands of instant win products are sold every day. Because a major prize can be won instantly, you have no way of knowing whether the winning pack has already been purchased and the prize claimed.

Of the hundreds of compers I've spoken to on Win With Lynne events, the majority of 'compers' much prefer prize draws to instant win promotions. This is because they know the winning postcard or entry form for a prize draw will be 'picked at random' from all entries received after the closing date, therefore giving all entrants an equal chance of winning at the same time, rather than "instantly".

Other promotions can be seen on packets and cans, such as saving a number of coupons to send in for free DVDs, free keyrings, free coffee mugs or tickets to tourist attractions. You may already use the product and want to take up the offer, otherwise you have the choice whether to change from your usual brand to participate.

## **Recipe for success**

When you reach the check out, this is where your shopping and purchasing habits can change dramatically, as you enter more competitions.

Do you remember we needed a till receipt for our cheese and pizza? You will have to purchase these two products separately to obtain a till receipt for each one to enclose with your competition entry form.

And when you get home, you may have to eat your pizza the same day, as you need the barcode too. I've certainly become adapt at how many different ways I can serve up the same product when I've had to consume three or four of these in a short space of time.

I remember one market research lady, at the end of the check out, studying my purchases with a quizzical eye.

"Does your cat usually eat this kind of food?" she prompted, waving her clipboard around.

"I haven't got a cat", I replied. Stunned silence.

Undeterred she then continued:

"What was the reason for buying this brand of biscuits? Was it because of the taste, the chocolate or quality?"

"None. It was because there was a competition to win a car", I told her.

As she couldn't find these answers on her list, she quickly disappeared to find a more "usual" customer. Obviously not a comper!

## **Novel experience!**

Our next stop is the newsagents or book store. Here you'll find a variety of competitions in national and local newspapers and magazines. Again, when entering prize draws, you'll find your chances of success are greater in the local competitions, simply because they attract less entries than the nationals.

There are magazines to suit all interests and tastes and this is where your specialist skill or hobby can win you prizes. Do your friends admire the photographs you take? Then why not enter the photography magazine competitions. Can you cook up a mouth-watering meal out of a handful of ingredients? Then cookery magazine competitions or those featured on entry forms could result in some tasty prizes for you.

Whilst in here, let's check out the book shelves. Organising a competition for a book launch is becoming popular. One well-known publisher regularly runs competitions on bookmark entry forms. Have a look on the customer services desk, you may find them there.

Although you may visit your food stores, supermarkets and newsagents on a regular basis, how often do you visit your garden centre, dentists or vets? All these outlets have entry forms from time to time.

## **Sowing seeds of success!**

Competitions have seasons too, so it's knowing when to visit certain outlets. For instance, when the seed manufacturers display stands make their appearance in the new year, look out for seed packet size entry forms. It's so easy to miss the colourful entry forms, as they blend in with the surrounding seed packets.

## **"Bank"ing on a "clean" getaway!**

March is the time when all those spring cleaning products are advertised. This gives you a chance to make "a clean getaway" to an exotic prize holiday location or win other exciting prizes.

How many times do you go into a bank or building society other than the one you do business with? It's worth popping into different ones on a regular basis, just to `cheque' out any competitions which may be running, for instance holiday competitions with travellers cheques are popular in the summertime. Reading

the entry rules often reveals non-customers can take part. So do enter!

## So-fari so good!

Hunting for your entry forms is great fun. When I tell my family I'm going shopping they don't expect me to come back with new clothes or make-up from my expedition. No, I go on an entry form safari, returning with a variety of entry forms, qualifying purchases and my till receipts.

As I prepare dinner, it's not a question of "what do you fancy for dinner?", but "Tonight we're having pizza - to win an Italian holiday. Served with tomato salad - to win a holiday in the Canaries. Followed by apples - to win a healthy break in France. Followed by coffee - for a holiday in Brazil, and for a treat you can have a chocolate - to win a romantic Valentine's cruise, of course!"

Believe me after the sceptical "You won't win, why don't you give up", comments, it's now: "Isn't it time you won another holiday? I'm packed ready to go."

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

When you're at a loose end and not sure where to go for a day out - take a tip and go to an exhibition. They are a compers treasure trove. Visiting a computer show, I entered over twenty separate competitions, most of which were free prize draws offering a wide range of prizes.

You may find, like me, that when you go out on an entry form safari, you may only come home with two different competitions. Other times you go out for a meal and a drink, competitions the last thing on your mind, and you discover a prize draw on your coaster and you can enter the tiebreaker slogan competition to win a car, when you order a side salad with your meal. Yes, you guessed it. Salad it was. And after all those chocolate competitions, it's probably a good choice.

## Lynne's hot tips

- ◆ Enter all prize draws - pure luck, but someone wins
- ◆ Enter local prize draws - they attract less entries than national draws
- ◆ Visit stores on a regular basis to collect your competition entry forms
- ◆ Be a 'Sherlock Holmes' and search for those elusive entry forms - they attract less entries
- ◆ Remember: Easy to enter - hard to win! Harder to enter - easier to win!
- ◆ Purchase your qualifying products and keep your till receipt safe
- ◆ Post your competitions at least a week before the closing date
- ◆ Be positive - believe you can win
- ◆ Learn the skills for success
- ◆ Read, study and practice.

# Pack a Pun-ch!

Your best chances of success are with those competitions where you are asked to complete a tiebreaker sentence (slogan) for example:

“I buy my plants at this garden centre because...”

There’s a knack to writing winning words. And it’s great fun for you to learn.

Skill comes into play rather than luck. Okay there’s an element of luck in that the judges have to like your tiebreaker slogan but you want them to say:

“Hey, listen to this.”

“It’s great.”

“It’s a winner!”

By learning my tried and tested steps to success, you’ll have an edge on the competition. This is a matter of practising. And practice, as you all know, makes perfect.

But just before I share my secrets with you, let’s make sure your entry will at least reach the judging table.

As the word tiebreaker implies, this comes into force when there is more than one correct competition entry received. So let’s recap...

## Write first time

- ◆ First you found your entry form.
- ◆ You checked what qualifier you needed, i.e. a till receipt from X store circling your purchase of Y product. You’ve circled your purchase with a pen.
- ◆ Stick to the rules. If it says highlight - then highlight. If it says circle in ball point pen - then circle in ball point pen. Attention to detail makes all the difference.
- ◆ The first part of the task maybe to answer questions. You’ve double checked your answers in reference books or online. Or the task may be “how many words you can find”, or solving anagrams.
- ◆ You’ve added your name and address. Don’t laugh, I’ve judged competitions where entrants have written brilliant and winning tiebreaker slogans - but we couldn’t award the prize - because we didn’t know who to send it too. Doesn’t bear thinking about, doesn’t it?
- ◆ The comp may have a tiebreaker. If so, read the next section for tips before completing your entry. Confident you’ve done your best, then post it! You may want to walk round the post box three times to wish it luck! Whatever you do, now’s the time to forget it and move onto the next competition. Then when you do win - it’s a lovely sur-prize!

Now do you know that...

## Words win prizes

If the task is to find how many words you can make from the car name, as in my prize winning Proton Persona, then find your words systematically. To do this, put each letter into alphabetical order:

Proton Persona

a - e - n - n - o - o - o - p - p - r - r - s - t

Then starting at the letter A, go through each word in the dictionary until you reach Z. Sounds like too much effort?

My three days 'effort' wading through a 20-volume dictionary was great fun. Not only did I discover some brilliant words for my tiebreakers along the way, but I won a bright red, gleaming brand new Proton Persona 1.5 car.

Luck? I don't think so, do you?

## Clearing the first hurdle

Now everyone who gets the first part of the task correct, has included their qualifying till receipt, barcode or whatever you have to enclose, added their name and address and any other information asked for - all in clear, neat writing, all of which has arrived before the competition closing date (another reason for elimination of entries), will pass through to the judging session.

Wow! You made it.

Now consider this. "The harder to enter the easier to win."

In the word making task, how many people do you think passed through to the tiebreaker stage? Thousands? Hundreds? Tens? I was intrigued, so at my car presentation I asked the question?

"You liked my tiebreaker slogan then?"

"Yes, it was very good", I was told, 'but it didn't come into play - you had the most words - there wasn't a tie.'

Now compare this when the first part of the competition task is to answer three easy questions. The majority of people will get them right, so if, for example, 10,000 people enter, and 9,500 have overcome all the above hurdles, then 9,500 entries reach the tiebreaker stage.

I hope you're now seeing for yourself the value of "the harder to enter the easier to win" or put another way, "the easier to enter, the harder to win".

## Secrets of success

These would fill a book and they have. *Win Your Fortune in Prizes* reveals my tried and tested techniques to success, especially to help you gain a competitive edge.

However, here's a taster for you and will give you an idea of just ONE of the ways you can write a winning tiebreaker.

Ready?

Start by writing down the lead-in line, for instance:

“I buy my plants from this garden centre because...”

You sit, pen in hand and come up with some valid reasons, for instance:

“They’re good, they offer great value, and I can buy these at any of their stores”

Brilliant. What a great start.

But does it hit you in the eye?

Are you likely, as a judge, to say, “Wow! This is a winner.”

The secret of success is all down to word play.

Here’s some gardening related words:

- ◆ seeds
- ◆ plants
- ◆ dig
- ◆ sow
- ◆ water
- ◆ hoe
- ◆ tend
- ◆ tree
- ◆ branches
- ◆ twigs

Now let’s substitute some of these words in our tiebreaker slogan.

*They’re good  
They’re hoe, sow good!*

*They offer great value  
They offer tree-mendous value!*

*I can buy these at any of their stores (what a mouthful) Simply say  
Available at branches*

I hope you’re ‘twig’ing on! So now let’s compare:

They’re good, they offer great value and I can buy these at any of their stores

They're hoe, sow good, offer tree-mendous value, at any 'branch'!

Which would you choose?

The second one of course. I rest my case!

Wow. Now those four words would make a great slogan for a travel competition, to win a set of luggage!

### **It all adds up!**

Now before you get carried away with enthusiasm, let me throw in a final but important rule. Check how many words you are allowed to complete your tiebreaker sentence.

"In a maximum 12 words", means no more than 12. But sometimes it says: "In less than 12 words", which means no more than 11. But many entrants scan read the line, see the number 12, and then write their tiebreaker in 12 words. Oops - another entry for the waste paper basket!

### **Lynne's steps to success**

Here are my four Steps to Success to help you write your tiebreaker slogans.

- ◆ Words - brainstorm
- ◆ Phrases
- ◆ Tiebreakers
- ◆ Sparkling Slogans

### **Step 1 - Words**

Write down as many words as you can think of for the product, store, prize and theme. For instance a lager competition at your local supermarket to win a trip to see a basketball game in America you could have:

- ◆ **Product:** lager, taste, flavour, number one brew, leaders, superior brew, attacks thirst, no match
- ◆ **Store:** local, convenient, quality brands, friendly service, competitive prices
- ◆ **Prize / theme:** American basketball, score, defends, leaders, team, match, tradition

### **Step 2 - Phrases**

String some of your words into phrases for instance:

- ◆ This dream team always scores

- ◆ For quality and value they score the best
- ◆ Their taste is no match for others
- ◆ Defending quality when under attack
- ◆ The taste is my 'thirst' choice

### Step 3 - Tiebreakers

String some of your phrases together into a tiebreaker. Have fun. Experiment.

Although most tiebreaker slogans are written in rhyme, there's no hard and fast rule on this. You may find rhyming phrases sound better and are a good way to start.

"I'd like to drink product X whilst watching a game of American basketball because..."

"They're the pack that defends quality when under attack"

At this stage many entrants now post their entry. However, adding sparkle to slogans can make the difference between winning no prize to a runners-up prize. Or can elevate your runners-up prize into a first prize win!

### Step 4 - Sparkling slogans

Try leaving your slogan for a few hours. Then return and look at it again with fresh eyes. Read through, substituting any mundane words for more apt alternatives from our word list. How about:

"They're the pack that defends quality when under attack"

"They're leaders of the pack, defending quality when under attack"

Read both phrases. Can you see the difference? Now read them out loud. Can you hear the difference?

Emphasize word play by using inverted commas and add an exclamation mark as in:

"They're leaders of the "pack", "defending" quality when under "attack"!"

Great for a football or rugby theme contest.

Like any other hobby or skill, practice makes perfect. Relax. Enjoy it. Have fun. Comping is a wonderful, challenging, educational and fun hobby. You never know what the postman will bring. And that's what makes it so exciting.

Lynne's tips:

- .. Motivation - Pin a picture of what you'd like to win on your wall - for example a car
- .. Action - Enter competitions to win your dream prize
- .. Power of belief - Believe you can win - that way you enter with confidence
- .. **Lynne's book *Win Your Fortune in Prizes*, was written to help you win cars holidays...**



# Win Your Fortune in Prizes

**Tried & Tested Techniques for Success! by Lynne Suzanne**

As seen on Carlton TV's *Nice Little Earners* and YTV's *Calendar News*

"Have fun "comping". It's an exciting, challenging and fun pastime, for all your family to enjoy", reveals Lynne Suzanne, who has won cars, worldwide holidays and a wealth of prizes. (Please note the e-book version has a different cover, but the contents are the same.)

"Before you tell me you're not lucky", says Lynne, "like any other pastime there's a knack to it. It's great fun and I'll show you, step by step, in this comprehensive book, exactly how you can scoop fantastic prizes. You'll learn how you can win cars, holidays and goodies for your home.

Barbecue, cameras, mountain bikes, professional decoration - these are just a few prizes I've won and there's no reason why you can't win too. Sounds too good to be true? You're waiting for a catch ! Well, there isn't one. You simply enter prize competitions.

*Win Your Fortune in Prizes* shows you exactly how you can win prizes. There's a knack to it and it's great fun to learn. Then it's up to you. You can spend as little or as much time on this hobby as you wish. It's one you can pick up and put down at leisure. Although when you win a holiday mingling with millionaires in Monaco, like I did after writing ONE apt word, you won't want to abandon this prize-winning hobby.

Inside my you'll find my secrets of success. The best types of contest to enter to increase your chances of winning. Step-by-step guide to writing sparkling slogans, tiebreaker tips, puns, wordbanks, word play and over 50 slogan styles with lots of examples, all designed to help you scoop prizes. Plus to give you an extra edge on the competition, there's insider judging secrets. Journey with me on a fascinating tour from beginner to winner, where you'll discover how to increase your chances of success to scoop those big competition prizes. You'll also find some light-hearted reading as every chapter ends with a motivational, inspirational or entertaining article...

## **Win Your Fortune in Prizes**

by Lynne Suzanne ISBN 978-1-902424-20-0

### **CONTENTS**

#### **Chapter One: Road to Riches**

Discover how you can win your fortune in competition prizes

#### **Chapter Two: Tackling Tasks**

Prize-winning tips to maximise your chances and how finding words in a dictionary won a new car

#### **Chapter Three: Write Winning Words**

Lynne's secrets of successful slogan writing with winning examples. It's easy to learn and great fun too

#### **Chapter Four: Golden Nuggets**

How 'digging deeper' reaps a goldmine of inspiration and wealth of ideas. A-Z of puns and slogan ideas

#### **Chapter Five: Pack a Pun-ch!**

How successful slogans reap rewards in business. Puns and slogan ideas

#### **Chapter Six: Sparkling Slogans**

Gain inspiration from over 50 styles of sparkling slogans with examples you can use

#### **Chapter Seven: Beginner to Winner**

Lynne takes you on a fascinating journey from entry form to exciting prize presentations

#### **Chapter Eight: You be the Judge**

Gain a competitive edge with insider secrets to judging competitions

#### **Chapter Nine: Motor-vated to Win**

How motivation and visualisation are two routes on your road to riches

#### **Chapter Ten: Win-spiration**

A pot pourri of anecdotes, stories and win-spiration

**Buy now! Each chapter ends with a win-teresting article...**

An article from *Win Your Fortune in Prizes* book...

## Angling for a new line!

by

Lynne Suzanne

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Without a doubt, words are the tools of your trade. Watching anglers on riverbanks, I liken entering competitions to fishing. You throw in bait for the fish and sooner or later you'll hook one. Just like entering prize draws. Post enough and sooner or later your entry will get picked. It's the luck of the draw!

After a day's fishing you may come back laden with small and medium size fish, perhaps one `whopper'. Unless it was the one that got away! Similarly, you win small prizes or the big fish - the car or holiday.

As many compers, as people who enter competitions are affectionately known, only enter prize draws to win the `whoppers', there's not so many entries for `tiddlers', so there's more chance of you netting these prize fish.

The serious angler doesn't leave his hobby to chance. He carefully selects his bait. He studies the fishing ground and all other factors likely to enhance his chances of "landing the whopper".

Even after careful planning he's not going to hook every fish he goes after, but he has increased his chances of success.

You as a comper can be like our mythical angler. You prepare your bait, i.e. words to use in your slogans. You select your best fishing grounds, i.e. finding your entry forms, especially those elusive ones which may be hidden on tops of shelves, tucked in between display cabinets. Just because the entry forms aren't displayed in prominent view with eye catching WIN to attract you, doesn't mean to say there aren't any competitions in that store. You'll find yourself becoming a "Sherlock Holmes", tracking down the best competitions to enter and the thrill of the chase.

When our angler takes up his rod and settles down to a day's fishing, or our "Sherlock Holmes" comper sets out on an entry form safari, attitude is everything.

With a negative "the waters too high, temperatures wrong, won't catch no fish today" or "expect I shan't find any forms today", "not in the mood to write tiebreaker slogans", "I never win anyway", one thing is certain. You're right, you won't!

Armed with a positive, "What a wonderful hobby, I've won a first prize in a tiebreaker competition and I can do it again", or a "I WILL win a car", one thing is certain. You will win. For you will put enthusiasm into your entries, spending time writing and perfecting - and the prizes will come - eventually! Winners never, ever give up!

You often hear of people talk about "The Law of Averages". Send in enough entries and sooner or later you win. You may win one prize a month for a period, then not win anything for six months. Just when you wonder what you're doing wrong, low and behold, three prizes arrive almost at once. Following a lean spell, I won a five star health break, a holiday to Miami and a gleaming bright red car – all within ten days!

Interestingly then how many compers loose enthusiasm, feel defeated or just give up when they feel the postman has deserted them. Take a tip. Enter every competition with enthusiasm. Give it your best shot. Post it. Forget about it. Move onto the next one and do the same. Do this and you increase your chances of success. Must dash. Off to play the pools and reel in a few prizes! *Lynne Suzanne*

## Here's a taster for you from Lynne's *Win Your Fortune in Prizes* book...

Here, we're part way into Chapter Eight of *Win Your Fortune in Prizes* book, as Lynne helps you to win exciting prizes, with some slogan ideas all ready for you to use in your tiebreaker competitions...

...you can see, by placing eye-catching words in the first half of your slogan, how you can improve your chances of attracting the judges' attention...

### **Bakery & cereals**

Caked in goodness every time  
It's delicious in the rice-est possible way  
Our bread flours the opposition  
Product rises above the rest, passing our tastebud test  
Smart cookies use product's loaf  
Such an a-bun-dant supply is a-maize-ingly good value  
Their taste takes the biscuit, thyme after thyme  
Upper crust values win every time  
When it comes to the crunch we choose product  
With product we never bake mistakes

### **Dairy**

Cow-culating the odds I find it's a dairy tale come true  
Eggs-cellent value we've hen-countered for a long time  
For a taste of the egg-sotic we choose product  
It's much butter now than ever  
Product does a grate job  
Product is all it's cracked up to be  
Product tastes just blend-ed  
Product's reputation for delicious butter is spreading  
Smooth, creamy, delicious and light, excellent value, tastes just right  
Superb results, spreads with ease, thanks to product's expert-ease

### **Meat**

Beef encounter of the preferred kind  
Delicious lamb, succulent and lean, at baa-gain prices, tastes supreme  
Deliciously, tasty, versatile and healthy, it deserves an oinkore  
F-lamb-oyant flavour at baa-gain prices  
Ham-ple flavour satisfies tastebuds  
It steaks its reputation on quality and taste, meat-ing every expectation  
It's the best meat in the joint  
Product meats every sizzling occasion  
Tasty meat, raised with natural care, delicious, nutritious, quick to prepare  
We go the whole hog and buy product's pork-fect cuts

You can gain a competitive edge with...



# Pun-ch Lines!

by Lynne Suzanne & Dee Tracy; Illustrated by Ron McGeary

As seen on Carlton TV's *Nice Little Earners*; UK Horizon's *Dishing the Dirt*

**A solution to your slogan writing problems...**

You've only to watch TV, read a newspaper or magazine to see puns, word play, headlines, captions and advertising slogans everywhere...

Successful slogans reap rewards to maximise your chances of winning gleaming new cars and prize holidays. You'll discover *Pun-ch Lines!* is packed with gems like these...

Coffee: Coffee every Thirst-day morning!  
Dairy: A dairy tale come true!  
Computers: Clients enter, save and return!  
Gardening: Sowing seeds of success!  
Motoring: Motor-vated to win a car!

Here's some ideas of how *Pun-ch Lines!* can help you write winning words and sparkling slogans.

`Fits' our New Year Resolution! won me a £1,500 health break prize  
`Pack-ed' with shelf confidence! won me a tool cabinet prize  
`Gold-en opera-tune-ity! won me a £2,000 prize music system

***Pun-ch Lines!*** is designed to help you win prizes too. Or give you ideas if you write advertising slogans.

*Pun-ch Lines!* has over 4,000 puns, word play, captions, headlines and inspirational ideas for you. It covers 43 categories from Animals to Travel. You'll find each category has an introduction...

## Animal Kingdom - Introduction

`Pack' a powerful punch with word play or alliterative phrases.

Start by gaining inspiration for your Pun-ch Lines! with a list of apt words:  
Animals - bear, giraffe, lion, pack, reserve

Underline those with double meanings that lend themselves to word play, such as: lion, pack, reserve

Have fun. Experiment with words.  
For a new product with an animal theme, keep these ideas in `reserve':  
Life is un-bear-able without it!  
No point lion to you - we love it!  
These little gems are what giraffter!  
It's juice what gir-affter!

Each introduction is followed by... puns, word play, headlines, captions and inspirational slogan ideas. There's over 4,000 in total, ready for you to use in your tiebreaker slogans.

**Here's a taster for you...**

## Just 2 ideas, from each of *Pun-ch Lines!* 43 categories...

CATEGORIES	PUNS, WORD PLAY, CAPTIONS, HEADLINES AND IDEAS FOR YOUR SLOGANS	
<b>Animal Kingdom</b>	Gnu dimension in	No point lion to you
<b>Babycare</b>	Baby steals the show	From here to maternity
<b>Books &amp; Stationery</b>	Puts knowing into going	Results are pen-ding
<b>Cameras &amp; Films</b>	Giving it your best shot	Scene the difference
<b>Cinemas &amp; Theatre</b>	Just the ticket	To my horror
<b>Cleansers</b>	Mould-ed into success	Reflect-ing our image
<b>Computers</b>	Type the slate clean	Wired up for
<b>Confectionery</b>	Pack-ful of fun	You can-nut be serious
<b>Cosmetics Perfumes</b>	Odour-whelming value	Wins hands down
<b>Do It Yourself</b>	Full of shelf confidence	Plane to see
<b>Drinks: Beers &amp; Lagers</b>	Kicks your thirst	Top of the hops
<b>Drinks: Beverages</b>	Don't leaf me this way	Tea-se made for you
<b>Drinks: Soft Drinks</b>	Burst into song	Juice the tonic you need
<b>Drinks: Wines &amp; Spirits</b>	Grin and tonic	It's still the best
<b>Electrical Appliances</b>	Hob nob with the best	Steam-ing good value
<b>Financial Products</b>	Bank on our service	Never a-loan with
<b>Food: Bakery &amp; Cereals</b>	More follows a great cereal	Toast-ing bride and groom
<b>Food: Dairy</b>	Spread-ing the moos	Tastes just grate
<b>Food: Desserts</b>	Cater for your needs	In the lick of time
<b>Food: Fish</b>	Fin-k about it	When the chips are down
<b>Food: Fruit &amp; Veg</b>	Back to the roots	Pick-ing up where you left off
<b>Food: Healthy Eating</b>	Figure it out	Waist not, want not
<b>Food: Meat</b>	Pork-u-pine for	On the tip of my tongue
<b>Food: Sugar &amp; Spice</b>	Pay at the dill	Sauce of inspiration
<b>Footwear &amp; Luggage</b>	Case dismissed	Step to it
<b>Gardening</b>	Borders on the edge of	Cut above the rest
<b>Haircare</b>	Barber her than me	Set in its ways
<b>Health &amp; Fitness</b>	Ego food	Slim n' trim
<b>Holiday Hotspots</b>	Broaden your horizons	Weather or not
<b>Home Products</b>	Handles like a dream	Top of the mops
<b>Jewellery</b>	On the stroke of	Worth its weight in gold
<b>Laundry Products</b>	Drying is a breeze	Keeps me hanging on
<b>Motoring</b>	Cutting corners	In the head-lights
<b>Music</b>	It de-trend-s on you	Leaves no tone unturned
<b>Sports: Ball Games</b>	Hole lot better for	Tee and biscuits
<b>Sports: Non-Ball Games</b>	Rope-d into	Under starters orders
<b>Suncare</b>	Always a shade better than	No glare-ing mistakes
<b>Themes</b>	History in the making	Present-ing the facts
<b>Toiletries</b>	Foam-ing the streets	Load of flannel
<b>Toys &amp; Games</b>	In a roundabout way	Kept in the park
<b>Transport</b>	All aboard to	Leave landing lights on
<b>TV, Satellite, Video</b>	Gains a good reception	Reaching great volumes

*"Dear Lynne, I love your new Pun-ch Lines! Some of the ideas are so simple really that I think 'why didn't I think of that in so-and-so competition I entered - it would have been perfect'. Your books and ideas come in so handy."* C.H of Bristol

Buy your copy of this inspirational book and you'll have over 4,000 inspirational ideas to choose from. So whether you want to write eye-catching headlines, pun-chy puns and word play, captions or successful slogans, you'll find Pun-ch Lines! spark-ling inspiration will help solve your slogan writing problems. Buy now!

**Here are some ideas for slogans for you...**

## **Lynne's slogan ideas**

### **Slogan ideas, all ready for you to use or adapt for your slogan competitions**

Ahead on quality / value / service, and tradition, puts (product) in pole / thirst, position (car)

Amongst a multitude of, packets / tins, (product)'s selection / success, always wins (food / car)

Both 'duet' with, expertise / expert-ease, shopping's / washing's a pleasure, drying's a breeze (laundry)

Bargains / offers, 3 for 2, make me richer, whilst , value / quality / service, completes the picture (store / TV / plasma)

Champion / winning, drivers always choose (product)'s, fillings / taste, for their inner-tubes (food / car)

Arousing / awakening, aroma, flavour / taste, divine, perfect (product) to rise and shine (tea / coffee)

Bottled / carton, or canned, (product)'s, flavour / taste, is on my waveband / wavelength (drinks / radio / TV)

Dirt / grime, and corrosion are kept at bay, protecting, engine / moving, parts day by day (motor oil / car)

Having, detected / uncovered, a tastier blend / smoother blend, I'd love to murder another (product / murder weekend)

I'll 'nether-land' a, better / tastier / smoother / richer, brand than Dutch (food / drink / Holland)

The price pegging means, value / cost cutting, on every line (offers / laundry)

Like, Niagara Falls / Angel Falls, it goes down, beautifully / brew-tifully (drink / water theme / holidays)

It gives 'tyred' frames a, glimmer / slimmer, from a leading, 'chain', always a winner (health / fashion / cycling)

It's a, cool / ice cold / tasty / thirst class, sensation at (store), our, family / favourite, 'filling' station (drinks / car)

Arriving in style, dressed to, kill / thrill, thanks to (product) and designer skill (fashion)

### **And the one which won a car!**

My Lynne's Slogan Tip for a chocolate competition to win a car, featured in my *Competitors Corner* column in the *Daily Mail* (no longer running), won a car.

"Tempting taste and brand new wheels, celebrating in luxury really appeals"

To purchase Lynne's prize winning books please visit [www.win-with-lynnne.co.uk](http://www.win-with-lynnne.co.uk)

# Testimonials

Copy letters (unsolicited) and more like them, available at our offices.

"Dear Lynne, thank you very much for sending *Win Your Fortune in Prizes*, so promptly. Housework has been on hold for the last few days since it arrived! I simply couldn't put it down. It's the most useful comping book I've ever read and I'm sure it will be my constant companion from now on. Thank you for sharing all those tips for success. I found it really inspiring - isn't it a wonderful hobby? The thing that really shone through was your enthusiasm and a genuine wish to share your good fortune with others. Many thanks, Lynne, you're a real treasure!" Mrs E. J. United Kingdom

"Dear Lynne, I have just finished your book *Win Your Fortune in Prizes* and I really enjoyed it. It was both amusing and helpful. It's been a great year for me. I've won a four day trip to the Hungarian Grand Prix, a weekend at Ashford Castle, a trip to see Manchester United play Arsenal, a DVD player and kids cameras and it's all thanks to you. Your books have helped me such a lot. The car is my aim and I will keep trying. Thanks a million." C. D. of Eire

"I have bought your *Win With Lynne* book and think it is absolutely fantastic. Definitely the new 'compers bible'. After reading it, I hope I will win a car as all the tips are there. Keep up the good work." Mrs J. H. UK

"I bought your wonderful book *Win Your Fortune in Prizes* by mail and found it very interesting and helpful. Please advise me on your other titles as I would like to purchase these soonest possible." Mr J. W. West Malaysia

"Dear Lynne, thank you for my copy of *Pun-ch Lines!* It looks very exciting and useful. Hopefully just what I need to increase my winnings. Best wishes." Mr D. P. United Kingdom

"I always enjoy reading your many articles and books, which I've amassed over the years. When I'm going through a lean spell, I read these to give me the motivation I need to carry on regardless." Ms A. C. UK

"Just a quick note to say thanks for the once again marvellous service in sending *Pun-ch Lines!*, which is fabulous. If I can't gain inspiration from it, it may be time to down my pen! All the very best." D. P. UK

"I love your new *Pun-ch Lines!* Some of the ideas are so simple that I think 'why didn't I think of that in so-and-so competition - it would have been perfect'. Your books and ideas come in so handy." Miss C. H. UK

"I was interested reading your editorial on prize draws, which I never used to bother about at one time. However, I've entered quite a lot over the last three months and prizes have come rolling in. I won a holiday in Paris with £200 spends, a hand-held computer and a mobile phone with a year's free subs." Mr M. C. UK

"Dear Lynne, I was going through a very lean spell and nearly gave up. I'm glad I didn't as I've won another EIGHT prizes including a colour television. My best three prizes ever - £2,500 cheque, Mexico holiday in Safeway's slogan competition and a leather flight jacket in the Tesco Gillette Mach 3." Mrs F. C. United Kingdom

"Dear Lynne, *Pun-ch Lines!* I have found invaluable and wondered if or when you reprint, you may be able to leave a few blank pages after each category, as with such use, adding my own ideas... my pages are now "scribbled" all around, up and down!!! Can I share good news? After four sparse months, in the past four weeks I have won... a hair do, meal for two, hamper, books, CD, kit bag and a golfing short break to France." Mrs J R. United Kingdom

"Lynne, just a note to let you know I've won a CAR! I've been comping for just over a year now and have already won a holiday to Tenerife, a DVD player, as well as lots of "little" prizes, but this, is a dream come true! Thank you for your brilliant ideas which have been very inspirational. Good Luck to you. M. B. United Kingdom

