

CONTESTING:
THE NAME IT &
CLAIM IT GAME

WINEuvers for WISHcraft

Helene Hadsell

Updated by
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THE CONTEST QUEEN

DEDICATION

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

AFFIRMATION

From *Confessions of an 83-Year Old Sage* by Helene Hadsell

A simple phrase I repeat to this day when I lecture, write or counsel people is, *“Let me be a channel to help people help themselves.”*

As Helene isn't here to state this phrase, may you reading these printed words affirm her prayer on her behalf.

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FOREWORD

I am not certain 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, including a fully furnished home.

I was given a used copy of her book, 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/inspirational book and he said, *"If I can teach you at eighteen what I learned at thirty-six you will be way ahead of me."*

After years of self-study, I concluded my purpose was to teach others how to bring more fun and excitement in their everyday lives, and I can't think of anything more fun than winning.

I started my teaching path by writing a book, publishing a newsletter, and in 2008 I started both a blog and podcast. Every other Monday for several years, I chatted with the movers and shakers in the promotional industry, including contestors, agencies, marketers, and sponsors.

As I was always seeking dynamic guests, I reached out to Helene, and she agreed to be on my show. I was beyond excited. (The audio interviews that were recorded can be found on my YouTube channel.)

After our first interview, I was quite brazen, and bluntly asked 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 down. Helene said my spirit guides were so loud she had to concede. (I am loud in life, so it didn't surprise me that my spirit guides were also loud.)

That November I found myself in Alverado, Texas, in the presence of this amazing woman. To me, women like her were the original queens of this hobby. Helene had not only mastered the Art of Winning but also the Law of Attraction, the Art of Manifesting, along with a whole slew of other incredible metaphysical skills. It's that mastery she imparts in this book. Helene 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 with her Helene suggested I pick up her gauntlet and start teaching others WINEuvers for WISHcraft. 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.

As I have interviewed her, written about her and shared her messages, I get a lot of requests for her books, courses, and Blueprints. Finally, it was time for me to stop just holding the gauntlet and start running.

I reached out to her family and got permission to publish the 3rd Edition of Contesting: The Name It & Claim It Game. I was beyond excited to be putting out into the world what Helene asked me to do over 10-years ago.

Her son Dike sent me a CD with a digital copy of the book. I was astonished to discover the 1988 printing I had wasn't her latest edition. Helene had updated it in 2010. The year she passed away.

It was important to me that I keep the integrity of her work and therefore, I have only made minor adjustments in this edition. I have updated her teachings by reformatting her book for modern publishing methods (Print On Demand, Kindle, and Kobo), adding in notes where required as parts may seem out-of-date or antiquated, added in articles she asked me to publish on my blog, plus a Recommended Reading section at the end so you may continue to learn and grow.

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

Similar to Helene, it is my hope you take 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!*

INTRODUCTION #1

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. 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