

# Why Most People Lose the Lottery and How You Can Be A Winner 

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## Introduction



First of all, congratulations on purchasing my eBook! This is your first step to hopefully winning the lottery. Before we start, I would like to set something straight. You can go into any bookstore, the Kindle market or anywhere that sells books and find others who offer some sort of lottery strategy. However, if you take time to do your research and check the author out, you will find that most of them aren't lottery winners ... not even once. Since the writing of this book, I have won the lottery a total of SEVEN times - that's right, you heard me correct, SEVEN times. If you don't believe me, go ahead, look my name up, Richard Lustig, I'm not joking. I have made special appearances on Good Morning America and I even have my picture posted in the Ripley's Museum, because I am the only one who has ever won the lottery this many times.

My seventh grand prize was a total of $\$ 98,992.92$. So obviously, my system to win the lottery really does work. I'm not trying to brag here, I'm just trying to explain to you that my system REALLY DOES WORK and I have proof (me).

My first lottery game grand prize was a total of \$10k and that was back in 1993. In 2002, I won a total of $842,152.91$ from the Florida Lottery.

In addition to these 7 grand prizes I have won, I have also won a couple of cash prizes that were too high to be paid out in the local store where I purchase my tickets. Therefore, I have had to make numerous tickets to the lottery district office
in order to collect my money. Obviously, the folks at that office know me on a first name basis.


Hi, my name is Richard Lustig and I am going to give you some tips to help you win the lottery! However, as much as I want you to win, I cannot promise or guarantee that you are going to win, so please do not hold that against me.

What I can tell you is that these are methods that I have personally followed and have enabled me to win over and over again. Also - many people who have already purchased my book are winning more than they ever did before.


## Chapter One: Why Do Most People Struggle to Win the Lottery?



Time and time again, I hear people talking about how they have never won the lottery. I turn to online forums where I see people talking about how they have never won the lottery. Yet, here I am, a 7 time lottery game grand prize winner. Having the knowledge I have about winning the lottery and seeing people talk about how they are struggling to win really makes me sad. It makes me wonder - what exactly do people struggle with? Why can't they just win like I do? Then, I realize - those people do not have the knowledge I have - they do not understand what it takes to win! So today, in this chapter of my book, I am going to tell you why most people struggle to win the
lottery.

## They Play Quick Picks

I am a firm believer in picking your own winning lottery numbers - I cannot stand that annoying "quick-pick" option, because it sucks so many people in. I don't care how you pick those numbers, once you choose your numbers, research them research will get you far. This is something we were taught at a young age.
What's the purpose behind researching the numbers? Well, you need to research them in order to find out if they are a good set of numbers. If you find they are good numbers, then by all means, stick to them. Honestly, take it from me, I do not
use any magic formula to pick my numbers. Every day, I receive emails asking what my magic formula is. I always reply by telling them "One number does not win the jackpot, a set of numbers does."

I always look at buying quick-picks as the lazy way out. Why would you want to take the lazy way out when so much money is at stake here? With quick-picks, the computer is picking your numbers, so no, please, do not play quick-picks. Quickpicks are the worst thing out there, you will be playing with the worst odds.

In chapter 3 of this eBook, I will go into more detail as to why I despise Quick Picks.

## No Strategy in Place - Not Taking Enough Time to Do Research

Those who have no strategy in place and do not take enough time to do research on their numbers are the very ones that are struggling to win. Take it from me, the research is not an easy process. I have spent hours on end just sitting at my computer researching numbers time and time again. Do you think I won the lotto 7 times simply by picking numbers from the top of my head? No. Anything in life that is worth it will take time - nothing comes easy.

## Set a Budget

Please, do not go out and spend your rent money on the lotto. You need to set a budget of exactly how much you can afford to spend on tickets - do not go over this budget. Some get what I call "lottery fever" and use their rent money or grocery money to buy tickets. Then, once this is done, they're sitting there, depressed, on a Sunday morning, wondering how they are going to pay their rent because they did not win the big jackpot like they thought they would. Remember - only spend what you can afford to lose.

## They Do Not Stay Dedicated to Winning

If you want something bad enough, you need to stay dedicated. If you're not dedicated to winning and you continuously choose to take the lazy way out, your chances of winning are pretty slim. Point blank, if you want to win, you need to dedicate yourself to it.

## Believing the Luck Can Continue

When someone wins the lotto and they believe their luck can continue ... that's greed. Greed is something you MUST stay away from when you are playing the
lotto. If your investment goes well, the logical thing to do would take some of those profits and place them in other investments, instead of gambling all of the money, believing this winning streak will continue forever.

## Not Playing Consistently

Many people who play the lotto do not play consistently. They have a tendency to skip around and play a week, then take a week off. The key to winning the lotto involves playing consistently. Follow a system and stick to it - this will require you to play the lotto on a regular basis.

## Giving Up

Too many people give up. Giving up is never the solution. They start a system and when they do not see any results after a week or two of playing the lotto, they walk away. One of the keys to winning the lotto involves playing on a consistent basis (I just told you this). Don't go and give up simply because you haven't had any success. If the system you are using doesn't work, reevaluate it and continue playing on a regular basis.

## Playing All Even or All Odd Numbers

I have done many calculations and have studied the statistics when it comes to the lotto. I have found that a large majority of the drawings have a mixture of odd and even numbers.

## Playing All Low or All High Numbers

Do not make the mistake of playing all low or all high numbers. When an individual picks their numbers using Birthdays and most of the Birthdays fall under the number 31, they need to rethink those numbers. The solution here would be to change to buying sets of numbers that includes numbers from 1 to 49 (or whatever is the highest number in the game you are playing)

## Trying to be Selfish

Forming a lottery club may mean you will have to split the winnings if you are not the one holding the winning ticket, but this also means you get a share of what someone else's money purchased.

Using Winning Combinations from Previous Games

Some use winning number combinations that have been drawn before. This is not a good idea. Specific number sets are not likely to be repeated in a single lifetime.

## Using Numbers That are Consecutive

This almost never happens, so I do not recommend it. So many people play 1,2,3,4,5,6 thinking they will win.

If I were you, I would learn from these people's mistakes - there's a reason why they are still dreaming about those faraway places, while I am experiencing them myself.

## Chapter 2: Join a Lottery Pool to increase your chances of winning!



Today, I would like to introduce you to a tool that will increase your chances of winning the lottery - this tool never ceases to amaze me, because it will increase your chances of winning. Surely, by now, you have heard about the ever so popular lottery pools - some love them, some hate them ... I personally love them for a variety of reasons and one of them is the fact that through a lottery pool, you will be increasing your chances of winning.

Most lottery pools won't allow you to collect more than half of the others in the pool (I'll explain more of this below).

## Lottolishus is Highly Recommended (Click HERE To Join Our POOL!)

Lottolishus.com is highly recommended, because it is obvious that they care about their members. Plus, you also have to consider the fact that you will increase your chances of winning money. The results are endless and by adding more people to the pool, there will be more chances of winning.

## You Don't Have to Play and Wait in Line

Something I personally like about Lottolishus is the fact that you don't have to play the lotto and wait in line. That's right - this is a place you can rely on to play the numbers YOU pick for both jackpot games and they will even help you claim your winning ticket.

What does Lottolishus.com have to do with my strategy? How can it increase my chances of winning?

Let me explain more about how Lottolishus works ...

## Play Up to 5 Sets of Numbers throughout the month.

On a monthly basis, you can play up to 5 sets of numbers for each drawling. You will be charged $\$ 1.00$ per drawing for Mega millions and $\$ 2.00$ per draw for Powerball each time the game is played and that depends on how many numbers you want to play (You can play only 5 different numbers). If you pick one set of numbers to be played for Mega Millions, it will be $\$ 8.00$ a month and Powerball will be $\$ 16.00$ a month. If you play 5 different sets of times, you can take that price and times it by 5 .

If the numbers you choose are the winning numbers, you will get $50 \%$ of the money won. This is the only pool I can find that allows this to go on.

There is a reason why I am recommending this to all my members. When you sign up with the Lottery Pool, you will also receive a personal lottery pool people can join. You can share that with your friends or share our Lottery Winning University pool with everyone in order to increase your chances of winning.

## If Someone Else Wins

What happens if someone else wins? If someone else wins, you get $5 \%$ of it. So, for example, if someone wins a million dollars (and this is possible with a lottery pool), you will get $5 \%$ of that winning. So, that's roughly $\$ 50,000$ dollars you win, depending on how many
 people are in that lottery
pool. Of course, the lottery jackpot, as we all know, can go well over a billion. Honestly, the possibilities with this are endless. Could you imagine just how much you could win if you were to team up with others?

So do you see how it works? If you are the one who picked the winning numbers, you will receive 50\% of that money, but even if someone else picks the numbers, you'll still receive a portion of it.

Signing up for Lottolushus.com is really easy to do and the fee is well worth the price. Your numbers will be played every week and they will keep you updated. The numbers you pick will be displayed on your main account page. They will also keep you updated on how much


So, what are you waiting for? Go ahead and see what all this hype with Lottolushus is about! Join Today!

## Chapter 3: How Can You Improve Your Chances of Winning



Is it even possible to increase my chances of winning the lottery? Many people doubt it, but yes, it is indeed possible. There are different methods and techniques you can use in order to increase your chances at winning.

No, I'm not joking. You have some who say "The only way to increase your chances at winning the lottery is to go out and buy more lottery tickets." Well, to a certain point, they are correct on that one, but it's not the ONLY way to increase your chances. That method doesn't increase the return of a single ticket.

Return: That is a professional gambling term right there. Let me define it for you. Return means the value of a single ticket - the higher your chances are at winning, the higher the return of a single ticket. The higher the return, the lower the house edge.

Improving your chances of winning the lotto is all about strategy - some will say it's all about luck, but no, if you want to increase your odds of winning, you must
have a strategy in place. In this chapter of the eBook, I am going to be sharing some of my own personal strategies with you, so pay close attention (and take notes if you must) to what I have to say.

## Learn from Someone Who Has Won

Hi, I'm Richard Lustig and I have won 7 lottery game grand prizes! Go ahead, look it up, I'm all over the place. I am the real deal. Who would you trust - the man who has won 7 lottery game grand prizes or the man who is just writing a book to get your money? Yeah, I'd trust the man who won the lottery 7 lottery game grand prizes in a heartbeat. Many lotto winners refuse to open up and share their lotto strategies with the general public, but I figured that since I've already won 7 times, why not help someone else out?

## Pick the Same Numbers on a Regular Basis



Once I pick my numbers, I stick to them - I never change my numbers. Once you figure out what numbers you would like to play, you need to play those same numbers on a regular basis, that is, if you want to win the lotto!

When picking numbers, some people use birthdays, special events, and anniversaries and so on. Heck, I've seen people take numbers from phone numbers and use them! However you choose to pick your numbers, whatever you do, once you pick them, never change them.

## Picking Your Numbers

When you pick your numbers, you don't want to play a set of numbers that has already been drawn at some point of history in that particular game you plan on playing. Honestly, looking back in history, I found only a very few times the same set of numbers ever coming up twice in any lottery game in the world. the odds of that ever happening are astronomical.

All lotteries have a special Web site you can go to. Since I live in Florida, I use the Florida lottery site. This site has a field you can use in order to insert your numers into and search to see if that set of numbers has ever popped up before. This will save you a whole lot of research. Once you have developed the set of numbers you would like to play, go ahead and make sure they have never been played before.

## Don't Ever Miss a Draw

If you really want to win the lottery, you must play every single draw - don't ever miss a draw. The night you miss the draw could be the night your numbers are drawn! Could you imagine the feelings you would have then?

## Keep Track of Your Cards

I like to keep track of each card I play - on the back, for my first card, I put the number 1 and for the second card, I put the number 2, and so on.

## How Many Cards You Should Play

The amount of cards you should play depends on a couple of things. Let me tell you.

First ...
Our state lottery normally starts out at a $\$ 3$-million jackpot. So, I go out and buy 3 cards - that's $\$ 30$ - giving me 30 chances of winning. If no one wins, the jackpot should increase to $\$ 6$-million. During that time, I go out and purchase 6 cards, totalling $\$ 60$ - giving me sixty chances to win. So, whatever the jackpot it, I play $\$ 10$ in tickets for every 1 million dollars. Does that make sense to you?

Second ...
I use my winning to go out and purchase more tickets.
Let's say the jackpot is at $\$ 3$-million and I purchased three cards totalling $\$ 30$ and won $\$ 50$, but someone else won the jackpot. Again, the next jackpot is not going to increase - it will remain at $\$ 3$-million. So, what I do is I take that $\$ 50$ that I won and purchase my first five tickets - yes, I played $\$ 80$ in tickets, but technically, I only paid $\$ 30$. Next, the amount I win increases - I win $\$ 250$. So, I take that $\$ 250$ and play twenty-five cards. Do you get the picture I am trying to paint for you? That's what you should do.

## Find the Right Type of Lottery

There are so many different types of lotteries - Powerball, Pick 3, Pick 4 and so on. Many of them have progressive jackpots.

Let's take a look at the return and house edge and see how much you could win if you won the jackpot.

## Pick 3

Jackpot: Straight and fixed
Straight: This involved matching all 3 of the numbers in the correct order. It pays $\$ 500$ for a $\$ 1.00$ ticket.

House edge: 50\%
Return: 50\%
Probability of winning the Jackpot: $0.001 \%$

Pick 4
Jackpot: Straight and fixed
Straight: This involved matching all 4 of the numbers in the correct order. It pays $\$ 5000$ for a $\$ 1.00$ ticket.

House edge: 50\%
Return: 50\%
Probability of winning the Jackpot: $0.001 \%$

## Powerball

In order to win the jackpot, you will need to guess all 5 numbers right. This jackpot is progressive, which means the house edge and return will continuously change.

Let me calculate with a jackpot of $\$ 100$ million (this game usually has super high jackpots, which is why it is so popular)

Jackpot: $\$ 100$ million for a $\$ 2$ lottery ticket, without Power-Play
Without Power-Play:
House edge: 11.8\%
Return: 88.15\%
Probability of winning the Jackpot: $0.0000006844 \%$
special note:do not buy the power play - it does not increase your odds of winning - remember - my whole method is all about increasing your chances of winning.

You definitely need to look at the house edge and the return - there's a reason professional gamblers look at these. They understand that maximizing your chances at winning is all about minimizing your losses. If you are really serious about making money by playing the lottery, you need to take on the habits and attitude of a professional gambler.

## Additional Tips to Help You Win the Lottery

## Do Not Pick Consecutive Numbers

I do not recommend consecutive numbers. if you are playing the jackpot with 5 numbers and those numbers go up to 55 , and you are playing birthdays,
anniversaries, etc - then all your sets of numbers will only fall between $1 \&$ 31(that's how many days there are in a month - so 32 thru 55 won't get played. so make sure you spread your number choices for each set from 1 thru 55

## Avoid Picking from the Same Number Group

When you choose your numbers, do not pick them from the same number group and they should not end with the same digit.

## Odds and Evens

You need to have a good mix of odd and even numbers. Along with this, you should also have a nice mixture of high and low numbers.

## Pool Your Money

Putting your money into a lottery pool isn't that bad of an idea. Sure, you have more lottery players, but you will also have more numbers and more tickets, which increases the chances of winning the jackpot.

## Numbers Higher Than 31

Many people have a tendency to choose numbers based on birthdays (either their own birthday or someone close to them). For this reason, if you choose a number that is higher than 31, you will not increase your chances of winning, but you are going to boost those odds of not having to share the jackpot with someone else.

## Methods to Run Away From

## Poorly Written Syndicate Agreements

## I believe in lottery pools ...

But make sure the one you join is run properly
Yes, it is okay to join a lottery pool, however, if the lottery pool agreement is poorly written, you should avoid it.

When you play in a lottery pool or group you disperse the cost of tickets and increase your chances of winning simply by having more horses in the race. However you also have to share whatever you win.

But most importantly lottery pool agreements are usually poorly written. many don't specify how any money which is won will be shared out and what happens for example if someone misses a draw because they call in sick for work or other common circumstances. There are plenty of stories of lottery groups taking each other to court.
li have a special lottery pool report i've written that tells you what should be in a lottery pool agreement and what things a lottery pool should not do - my lottery pool report is available thru my website www.winninglotterymethod.com

## Chapter 4: Why Quick Picks Are Your Worst Enemy



Hi, I'm Richard Lustig and I do not ... no, scratch that, I HATE quick picks. Quick picks are your worst enemy. I cannot stress just how much I despise them. I mean come on, who wants the computer to pick those numbers? I always look at quick picks as if they're for people who are lazy or simply just don't know any better. I am sick and tired of watching people toss their money in the wind when they allow the computer to generate their numbers. I have won a total of 7 lottery game grand prizes, I hand pick all of my numbers and would't have it any other way. Okay, enough of my ranting, it's time for me to tell you exactly why quick picks are your worst enemy ...

## Not Making Your Own Decisions

I don't know about you, but I like to be in control of my life. When it comes to something big, like winning that jackpot, not making your own decisions can be one of the biggest mistakes in the book.

## No Strategy

In order to win the lottery, I believe in having a strategy in mind. When you use quick picks, there is no strategy. It is just a bunch of random numbers being printed on a card for you.

## It's Rare to Win with a Quick Pick

I did my fair share of research on this topic and have concluded that it is rare to win the jackpot when you use a quick pick. Sure, I see a couple of winners, but it is super rare. The lottery people say there are a lot more people winning the lottery who buy quick picks - but what they don't tell you is that there are millions and millions of people who lose buying quick picks - a lot more people lose who buy quick picks than those who pick their own numbers. When you pick the numbers yourself, the odds of winning, in my opinion, are a lot higher.

## Random Numbers Do Not Work

It has been proven that people who pick their own numbers have a much better chance of winning than those who buy quick pics.

From now on - whenever anyone says to you that quick picks are the better way to play - ask them "how many times have you won a lottery grand prize?" After standing there for a minute or so with no answer from them - tell them "i thought so" - i'm following Richard Lustig's
method. He is the only person in the world who has won 7 lottery game grand prizes - i say that proves he knows what he's talking about.

## Computer is Doing Your Work

Not only is the computer doing your work, but it is doing it all wrong. Like I said, it is simply printing out a batch of numbers, putting no thought whatsoever into it. Come on, is that really a strategic way of winning the lottery? Of course it isn't!

## Other Options

There are other options, besides choosing a quick picks. If you're feeling lazy, it's better to pick your favorite numbers based on Birthdays, anniversaries, etc.

## Chapter Five: Focus on Games That Are Easier to Win



If you're reading this book right now, you are obviously interested in winning the lottery. Have you even tried the easy to win games with smaller prizes? I have noticed many people that are starting to play those type of games simply because they are easy to win. With the right state of mind and attitude towards playing the lotto, it could be a pretty good source of money ... obviously. In order to make a
living here, you will need to play on a continuous basis. You can't simply play one game and expect to win big - as I told you before, you really have to open your mind and get into the game.

I have witnessed many players, including myself, transforming into millionaires, overnight, all thanks to the lottery. I am proof that you can get rich simply by playing the lotto - but you cannot go in with an empty mind - you must have a strategy at hand, otherwise, your chances of losing are pretty high.

## Are You Ready to Win the Jackpot?

Okay, so you want to win the jackpot - I get that. Every reader wants to win the lotto that is an obvious statement. We all want to win the jackpot. For most, the only way to make a large amount of money overnight would mean they have to play those games that have big jackpots. Instead of going in and playing the same games over and over again, people always try to find those games that have a big amount of cash strapped to them in one round.

Follow the Right Gaming Strategies - Win Big


If you want to make a big amount of money, take it from me, you will need to follow the correct strategies. There are some people out there that claim to have won big and publish books and products packed full of strategies. When in all actuality, some of those people were never really winners, they just want you to believe that so that you will follow their false strategies that they just tossed together to make some money. When you read an eBook talking about how someone won big, go ahead, do research on that person and see if their name is really out there - you can easily find me.

Anyhow, so many people do not have a strategy. They just stick to the same style and never stop to think that a strategy would actually get them some place.

## Choose Games That Have More Odds of Winning

You should always go for those games that have more odds of winning. For example, I'm going to branch out a bit here - say we're talking about Blackjack the odds of winning the lottery is much easier than the odds of winning Blackjack.

## Do You Really Want to Win the Lottery?

Do you know how to tell if your ticket has a good set of numbers or not? Are there really strategies available to help you win? If you want to make that big win, you have to put your soul, mind and body into it - turn it into a job and really reach out for what you want.

## The Difference Between Self Picks and Quick Picks

If it were fully up to me, I would eliminate quick picks altogether. Did I already tell you how much I despise those things? Anyhow, for those of you who are not familiar with the two, we need to take a look at the difference between self-picks and quick picks.

Quick picks are the numbers that are generated by a machine. You can walk in, tell the cashier you want a quick pick and he/she will print a card out for you - the machine picked the numbers.

Self-Picks are those numbers the player chooses by hand. Those are my favorite.
So many people go with the quick pick option because they are under the impression that they have more of a chance of winning money.

## Scratch off Games

Don't forget about those scratch off games - there are many out there who have made it big from scratch off tickets. There are so many different scratch off tickets you can choose from.

Do not buy only one scratch off ticket. Buy ten scratch off tickets in a row from the same game. If you follow this, you will be increasing your chances of winning. On the other hand, playing with one card only gives you one chance to win money. Regardless of what you do, with scratch-off tickets, you'll get more losers than winners. However, learning how to make an educated choice will go a long way.

## Your Price Point

Scratch-off tickets have varying odds, designs and styles. They normally cost between $\$ 1$ to $\$ 20$ a piece, depending on the game and the area you buy it from. With the cheaper tickets, there will be a low percentage of winners and the prices probably aren't as high as the more expensive ones. The more expensive tickets, $\$ 5$ and up, will have a higher overall percentage of winners with higher-payouts and normally a higher jackpot. In other words, the dollar ticket may win more often, but the top prizes may only be a couple hundred dollars.

## The Odds of the Game in Your Budget



Just because a certain game presents a higher odds of winning, that doesn't mean you're more likely to win the big jackpot, but it does mean that it is a more valuable ticket for the price - large spread of lesser prizes. You should buy tickets that are in your budget- those tickets should have the highest odds of any winner.

## The Small Print on the Back of the Card

Look at the back of the scratch-off, do you see the small print? The odds are listed as a comparison of numbers: $1: 5$ or $1: 20$. This means that 1 out of every 5 or 20 tickets will be a winner. Mind you, don't get confused here, this does not mean that every fifth ticket is a winner and it doesn't mean if you go and pick 20 tickets, one will definitely be a winner. It means that the total number of tickets allotted, in every store across the USA, that percentage of tickets are winners.

## Buy Your Tickets in Bulk

There are at least a couple of winners in each roll, so it would be a good idea to buy your tickets in bulk - meaning 10 or more at a time. However, if you know that a winning card has already been purchased from the pack, stop playing the game for a couple of days, then come back, start playing a different game or go to a different store. These tickets are normally sold with a guaranteed number or losers and winners in each pack, which usually consists of 30 or 40 tickets. The best way to guarantee you will win something is to buy the whole pack.

Check the Prize Level Before You Play the Game

It is legal for a retailer to continue selling tickets after the top prize has been given. For this reason, you need to check to see prize levels before you buy a game. If the top prizes have all been claimed, you may want to switch the game.

## Set a Scratch-off Budget and stick with It

Decide how much you can afford to put towards scratch-off tickets each week. This should be money you can afford to lose, because winning is never in stone. No matter what you do, you should never go over your budget. I know, this can be tempting, but don't do it.

## Go for the Smaller Games

Like I said before, stay within your budget, this may mean playing those smaller games, instead of investing money in the big jackpot. Smaller Games for You to Play

There are numerous smaller games, besides scratch off tickets, that you could play. These smaller games include:

- Pick 5
- Fantasy 5


## Chances of Winning Based on the Wager

Now, let's take a look at the odds of winning with respect to the type of wager. In a straight wager type, a player has 1:1,000 chances of taking in money per play as straight bet is a tricky bet. In a wager type box, a player has $1: 167$ odds of winning per play. In a wager type box with two same numbers, the odds of winning per play are 1:333. In wager type pairs, the odds of winning are 1:100 per play. Thus, in wager type Pairs, a player has the maximum odds of winning the game.

This is Pick 3, a game with smaller offers, but with more chances of winning. Another game that is similar to Pick 3 would be Pick 4. Just like the Pick 3 game, with the Pick 4 lottery game, the player will have to go for combinations of four, instead of three numbers, ranging from 0 to 9 .

Also, with Pick 4, you will have more betting options and we all know what more betting options means ... it means you have more chances of winning the game! Similarly, with Fantasy 5, you can win even more money.

## Play with a Proper Strategy

Regardless of the jackpot, you should play your games with a proper strategy and never let greed get in your way. Greed will only lead to losing. I have watched people for quite some time and have noticed that they are more attracted towards the big jackpot lotteries (people tend to have their eyes on the bigger price). The smaller games tend to get ignored.

Go ahead, try playing some of the games with smaller prizes and see if you are able to win.

## Chapter 6: Playing Like a WINNER Developing a Winners Mindset



While I tell you about strategies throughout this eBook, there is something else I need to tell you about. As a little kid, did your parents ever tell you that you need to believe in yourself if you ever want to achieve something? You need to take those aspects and apply it.

## Believing in Yourself

If you truly want to win the lottery, you need to start out by believing in yourself. If you do not believe in yourself, nothing will work like it should. The biggest difference between successful people and unsuccessful ones (that I have noticed), is the fact that the successful ones are always determined to make their situation work - this beats taking the role of the victim and searching for reasons as to why the situation won't work for them.

Mind you, no idea will work for every person on this earth, but many ideas can work out for most people, as long as you believe you can make them work. You have to step out and be ready to not only think differently, but also experiment with new ideas and have trust that you will discover a way to make them work.

The biggest difference between successful people and unsuccessful people isn't their opportunity, intelligence or their resources ... it is the believe that they can set goals and make them happen.

Each and every one of us deal with uncertainty, vulnerability and failure ... we are, after all, only human. Some of us trust that if we continue moving forward we will figure it out. I'm thankful that I am one of those people. If I would have given up on my fifth of fiftieth loss, I wouldn't be where I am today.
When I first started playing the lottery, I didn't turn to anyone to learn my skills - I trusted that I would figure it out on my own and that is exactly what I did.


## Is Change Possible?

Well, let me ask you - do you believe that change is possible for you? If you believe it is, then it is. It is possible for a human being to improve and it is possible to raise the bar in your own life, even if the world that is going on around you is average. As a human, we are able to experiment, test and try new things, even during those times when we are not certain. If you do not believe it is possible to make something work, then it will be hard to make any progress. I don't care how good your ideas are, if you don't believe in them, they will not work.

## The Importance of Meditation

You may think I have lost my mind, but meditation can help you. If you want to win the lottery ...meditate! Why meditate? Besides the fact that it feels great? Well, there are MANY reasons to meditate. Here are some of the benefits ...

## Stress Reduction

How are you supposed to win the lottery if you have a ton of stress on you? It will be hard to do research and all of that stuff when you have stress. By meditating, you can reduce the stress.

## Improved Health

Meditating will improve your health because it strengthens your immune system, lowers cholesterol levels and reduces blood pressure.

## Improve Your Sleep

By meditating, believe it or not, you can improve your sleep. Sleep is a natural human function and we need it every day/night. If you have a mind that is
continuously busy, you will find it hard to sleep. Meditation will improve the quality of sleep. In fact, meditation is actually one of the most powerful treatments for insomnia.

## Emotional Stability and Positive Thinking

Emotional stability and positive thinking ... those are two things you need in order to win the lottery. Yes, mediation can help gain emotional stability and positive thinking.

## Who Uses Meditation?

Now that I gave you some reasons to meditate, let me give you some examples of how people use them in order to improve their lives ..

## Professionals

Many times, professionals rely on mediation to help them get a clear picture on managing complex situations. Other times, professionals use meditation in order to develop a strategic direction for their business. Meditation helps individuals open their minds and will help them see the big picture.

## Athletes

Many athletes are practicing meditation and visualization. Meditation not only helps athletes achieve their goals, it also helps their physical recovery after exercise.

## Artists

Artists use meditation to open their mind and get their creative juices flowing. Creative inspirations, after all, come directly from the mind. If you have a mind that is cluttered, if you are confused and stressed, then how can you get those creative juices flowing?

Point blank, there are many reasons to meditate and if you really want to win the lottery, meditation can help put your mind in the right place.

## The Power of Positive Thinking

Do you know what some of the most successful and happy people think about throughout the day? Happy, healthy people think about what they want and how they're going to get it. Two of the most important qualities a person can have to change their life and win the lottery involves positive thinking and developing a positive attitude.

When you think about what you want and you're going to get it, you will feel happier. When you're thinking about something that makes your happy, your brain will release endorphins, which give off a feeling of well-being. As a result, you have developed a positive attitude.

Many people look at the lottery as if it is simply a game of luck and change. The statistical chance of you winning the lottery is 14 million to 1 . However, more people have been opening their minds and trying different techniques to help increase their chance of hitting the jackpot. Not just statistical and mathematical analysis of the numbers, but more esoteric methods, like methods that open the mind, are being used.
"The Secret" is a movie that really opened people's minds about the force of the law of attraction. The law of attraction states that: "Your thoughts (both conscious and unconscious) dictate your reality whether you are away of it or not, and so whatever you think about, you will manifest into your life."

That right there is a powerful statement. Basically, what it is saying is that we are in control of our lives and the things we think about and the action we take controls our lives.

Elements Required for Using the Law of Attraction in Order to Win the Lottery There are some powerful tools you can use to boost your results, but there are some basics that you should start with.

## Conscious Thought

This is considered the main element of the law of attraction. This means that by using the power of mind, you will consciously allow things into existence. You can do this by:

Visualization - this is a powerful tool that normally takes 10 minutes. All you have to do is close your eyes and visualize your result - this can have a powerful effect on your mind. To do this properly, visualize yourself in the future, after you won the lottery. See yourself looking in your bank account. Visualize yourself holding that big check. Take it a step further and visualize what you would be wearing, how you would be feeling, what you would be saying, who would be with you, etc.

Positive Thinking - This involves thinking over and over about the result you wish to receive. This one right here is a lot like visualization, except it can be done in just a couple of minutes throughout the day. Simply think about the result you are trying to bring. Repeat positive thinking throughout the day and you will have those desires cemented in your mind.

Positive Affirmations - These are positive statements you repeat to yourself in order to affirm something to be true. Since you are trying to win the lottery, you could repeat something along the lines of "I have won the lottery," "I am a lottery winner," "I love how I am a winner," etc. The idea behind positive affirmations is that these statements sink into your mind and you start to change your belief, attracting that target into your life.

## Physical Action

The next key element involves making physical changes in your life. Many are under the impression that all they have to do is make a tiny change to their thoughts and everything will naturally fall into place. However, if you really want it, you have to take action. In this case, you're trying to win the lottery, so it will obviously involve you going out and buying a lottery ticket. It also helps to meditate beforehand and come up with some numbers and then analyzing the previous winning numbers.

## Unconscious Thoughts

This right here is an important element and most people fail to cover it, so I feel I have to tell you about it. Many times, due to the fact that people do not cover unconscious thoughts, they are not able to achieve the law of attraction. People take physical action, they consciously think about what they want, they repeat their affirmations, but they forget to ensure their unconscious mind is working for them as well.

The subconscious mind can get stuck in the same old patterns of thinking and harbor long term negative beliefs. When you are working with the law of attraction, especially if you are trying to win the lottery, this is crucial. You need to believe $100 \%$ that it is possible - not only does your conscious thoughts need to be focused on winning the lottery, but your unconscious mind must also be focused. To make sure your subconscious is $100 \%$ aligned with your conscious mind, you need to stimulate it, otherwise, those negative subconscious beliefs are going to hold you back from your success.

Okay, so how can you make sure your subconscious mind is aligned for success? I have noticed that subliminals are increasing in popularity. These are a tool that you can use in order to send positive messages directly into your subconscious mind. They build up and eliminate your negative thoughts, replacing them with positive beliefs and thoughts.

I understand, using subliminal messages to win the lottery may seem weird to you, but the principle behind it is easy to understand. It works to align your thoughts to winning the lottery, helping you pick winning numbers and bring money to you according to the principles of the law of attraction.

## Here's some rules to get the power of positive thinking

Be Objective - For the power of positive thinking, you must be objective. Many individuals have a tendency to see their lives as being failures, causing them to lose hope in reaching their goal.

Believe- You definitely need to believe. You cannot pretend that you are a positive thinking. This is not something you can fake. What good would come out of faking the fact that you are a positive thinker? The most important rule is that you believe in yourself.

Surround Yourself with Positive Attitudes - Being around a group of negative thinkers can really bring you down. If you truly want to become a positive thinker, you need to surround yourself with people who have positive attitudes. Do not get dragged down to the floor by those who think negatively all the time.

Be Healthy - If you are six feet under, positive thinking and winning the lottery won't be possible. You have to keep your mind and body healthy in order to fuel positive thinking.

Remove Negative Thoughts - When something negative enters your atmosphere, switch it around and channel positive energy. Reading positive quotes and positive affirmations will help you keep the negativity away.

Patience is a Virtue - Positive thinking will not happen right away, especially if you are not used to it. You will need to reprogram your mind in order to remove that negative attitude.

Have a Positive Attitude - Always try to find that silver lining with a positive attitude.

Go ahead, stick to these rules and start thinking positive!

## Get More of What You Want

The major benefit, in my book, is that you will get more of what you want. When you are able to vividly imagine achieving your goals, you will be triggering a series of subconscious processes, which will help you to reach your goal.

## Get the Benefits of Alpha Brainwaves

Through visualization, you will gain the benefits of alpha brainwaves. Alpha waves are good for you and when your brain is able to process them, you will experience increased focus, relaxation and pleasure and a reduction in stress, pain and anxiety. Basically, when you properly visualize, your brain creates Alpha Waves, this means that apart from helping you create your "dream life," you will become healthier at the same time.

## Trick Your Subconscious Mind

Did you know you can trick your subconscious mind? Your subconscious mind is not able to tell the difference between vividly images and real memory.

## It's Fun to Do

I cannot leave out the fact that it is fun to do. With visualization, you get to imagine yourself, in great detail, winning the lotto! Doesn't that sound exciting?

## It Will Do Good for Your Ego

Don't forget the fact that visualization will do good for your ego. After all, who doesn't want to imagine themselves winning the lotto and living the ultimate dream life?

## Increases Your Confidence

Through visualization, your confidence in winning the lottery will be increased. After a couple of days of visualization, you will start to feel more confident - this is due to the fact that you have practiced success in your mind over and over. The more confident you are, the more opportunities you will see.

## Increase Focus and Desire

Through visualization, your focus and desire will increase. The more you visualize, the more you will be focused. By visualizing, you will be more focused than you have ever been.

## With Continued Practice

Whenever I visualize something (I do it a lot, obviously), I have a lot of new ideas that start popping up in my mind. When continued practice, you will have ideas flying in your mind at a rapid rate too!

## You Know What it Feels Like to Have a Lot of Money

It feels extremely nice to imagine, in vivid detail, winning the lottery and being super successful. When you visualize, your subconscious will start to believe that you have already won the lottery. Personally, the more rich I feel, the more money I make.

I really hope that by reading the many benefits of visualization, you will start visualizing today.

## Are You Confident that You Will Hit the Jackpot?

Trust me, visualization is a powerful thing. Any form of discovery, invention, desire or play thought possible was visualized before it became reality. Visualization should be the first step towards your dream of winning the lotto. In order to win the lottery, you have to be CONFIDENT.

## When You Do Win the Lottery ...

In this section of the eBook, I am going to pretend you already won the lottery and run you through some stuff you really need to think about.

## Annuity vs. Lump Sum

If you hit the jackpot, you will be given the choice between receiving your winnings all in one payment or as an annuity for the next 20-30 years. If you win a big jackpot you will be given a choice between an annuity over 20-30 years or taking a lump sum now. Before you make that decision go to your accountant and if you don't have one get one that has a good reputation and have him explain to you the benefits for your particular financial situation of each choice.

Choosing the annuity route is usually the better option, but if you ever do hit the jackpot, you should get the help of a lawyer. So many people actually choose to receive their money in lump sum.

So many people choose to receive their money all at the same time, only to find that they spent the money on countless stuff.

## The Story of William Post Winning the Lottery and Losing it All

I'm going to start the portion of this book off by telling you a true story about a man who won big and lost it all within the blink of an eye.

There's this one guy who won the Pennsylvania lottery back in 1988 - he won a total of $\$ 16.2$ million, but now, he is living on his Social Security. How did that happen?

To start off, his former girlfriend sued him for a share of his winnings and that wasn't his only problem. His brother was arrested for hiring a hit man to kill William, because he was hoping he would inherit the winnings. Other siblings pushed him until he agreed to open a restaurant and start a car business - those two business ventures didn't return any revenue. William even went to jail for firing a gun at a bill collector. After only a year, he was $\$ 1$ million in debt.

Where William Went Wrong: Choosing the lump sum option wasn't where he went wrong - that is perfectly fine, as long as you know what you're doing with your money and plan everything out. He went wrong by being foolish and careless - he wasn't thinking and was continuously trying to please his family. Eventually, he had to declare bankruptcy. Now, today he is living off of $\$ 450$ a month and food stamps.

## Mistakes Not to Make

You don't want to end up like William, do you? So, let's take a look at some mistakes you shouldn't make (let's learn from other people's mistakes).

## Impulse Buys

I understand, when you win that jackpot, you feel like a million bucks and when you feel like a million bucks, you feel as if you can go out and buy anything you want on an impulse. Take it from me, if you want to stay rich and enjoy your money, you need to avoid those impulse buys at all costs.

## Don't Buy Too Many Houses (or Mansions)

Yes, you won the lottery and you can now afford that big mansion you have always wanted, but before you go right out and buy that dream house, you need to do some thinking. Do you really need a super big house? You have to consider how costly a big house is to maintain. I understand, it is tempting to go out and purchase all of the property you can afford when you win the jackpot, but this is not a game of Monopoly you are playing - this is your life.

## Not Pay Your Taxes

If you live in a state where they tax the lottery winnings, don't try to avoid them by not paying them. There was a person in Florida, Rhoda Toth, who won $\$ 13$ million back in 1988 they evaded paying taxes. Even though no taxes were paid, in less than 10 years after the big win, she went broke and filed bankruptcy. When she was hauled into court, she was sentenced to a total of 2 years in prison for tax evasion.

## Don't Get Scammed

When you win the lottery, scammers will draw to you with crooked investment schemed. Many lotto winners end up being victims of these con artists - don't be one of them.

In the end, positive thinking, visualization, meditation and believing yourself is something you cannot skip. If you truly want to win the lottery, you cannot skip the things I talked about in this chapter of the eBook.

## Chapter Seven: Learning from Past Winners



In Chapter 1 of this eBook, I told you how important it is to take people's mistakes and learn from them. The same thing goes for winners - you can just as easily take their success and learn from it. In fact, if you really want to be a lottery winner, you need to take their victory and run with it - follow in their footsteps.

Let's take a look at some of the past lottery winners ...

## Winner Number One: The Enderson Family

This family from New Jersey is in one of my other eBooks, because this is truly one of my favourite wins. This family from New Jersey went through some rough times that involved losing their homes during hurricane Sandy and suffering through an economy that was crashing. Then boom, right when they were at the bottom of their ladder and thought there was nowhere else to turn, things really started to look up to them. Their lives changed when they hit the big jackpot. They won $\$ 20,000,000$ ! This family consisted of 19 children - the father, William, was
born in 1915 and this is where their roots in Ocean County started. There are a total of 17 surviving siblings, ranging from the ages of 53 to 76 . Those 17 siblings split the $\$ 20.1$ million win amongst each other.

The lesson: What this family teaches us is that there is a silver lining at the end of everything - there's always light at the end of that tunnel. No matter what you do, even when times are tough and you feel as if you are hanging off of a cliff, you should continue to cling to that rope as tightly as you can, because something will come along and pull you up. Who knows, if you keep at it, you could be a big winner one day ...anything is possible.

## Winner Number Two: Eddie Nabors of Dalton, Georgia - Mega Millions

On March 6, 2007, Eddie Nabors won the mega millions - it was a total of $\$ 390$ million, which was divided with the other winner, Elaine and Harold Messner of Woodbine, New Jersey.

Nabors, a 52-year old truck driver spoke on the Today Show and told everyone that he planned on purchasing a house for his daughter so that she could finally move out of her mobile home. He also planned on paying off mortgages for his sister, mom and other family members. As for doing something for himself, he stated 'I'm going fishing."

## Richard Lustig

Yes, that's me! I have won 7 lottery game grand prizes- I started playing the Florida Lottery back in 1988, when the Florida lottery started. I am the world's first and only seven-time lottery game grand prize winner. When you play the lottery, the odds are always against you. However, if you play it smart, like I do and like many people who have followed my method do, you could increase those odds.

When you buy a scratch off ticket, you need to buy 10 tickets in a row of the same game. Repetitive losing tickets is a sign that you will eventually become a winner. When there are five straight losses in a row, the $6^{\text {th }}$ one has more of a chance of being a winner.

In most states, if you have a winning ticket that is less than $\$ 600$ any store that sells lottery tickets can cash that ticket in for you. But if you have a winning ticket that is $\$ 600$ or more you have to go to the lottery offices to cash in that ticket. I have been to the lottery offices an amazing 23 times with a ticket that was too large for local merchants to pay.

## Learn from the Past Winners

I recommend you taking a look at some of the other past winners. You can read the testimonials on our website as these are people who have won the lottery using my method. The problem is that so many people, in this day and age, are going out to purchase software and books written by someone who has never won the lottery ...written by someone who has only dreamed of winning the lottery. Why would you want to learn from someone who has never won the lottery? Obviously, they're not on the right path. What they're after is your money. You see, this is where I am different - I have actually won 7 lottery game grand prizes and do not mind sharing my secrets with you. Here's a hint - before you purchase software or you buy a book, look up the authors name in Google and see if they have ever won the lottery before - if they haven't, then you should avoid giving your hard earned money to them. With my eBook(s), I give you the opportunity to learn from me a 7 time lottery game grand prize winner.

## Chapter Eight: Lottery Number Games



In the past, I've won four different lottery grand prizes and it was all about simple math.

Like most lottery games, the odds of winning are like 1 in $24,000,000$. That's if you buy one ticket and those are my odds. If you buy 10 tickets, you are 1 in 2,400 , 000 . With one hundred tickets, the odds are 1 in 240,000 and this method goes on and on. So this means basically, the more tickets you buy the more chances of winning.

This method may sound weird, but the math is simple to understand and it works.
Buy one ticket and the odds are 24, 000,000. I lose the current tickets just purchased and decide to purchase the next drawing with the same set of numbers.

Now the odds are $23,999,999$. So basically I'm trying to tell you that, if you use the same set of numbers each time, you will get better odds. I know it sounds a bit ridiculous, but it's logical math.

NEVER change your numbers. This is something I tell everyone. Changing your numbers is not the way to go. You should always keep the same numbers every time you play the Lottery.

So how do you choose your numbers? Simple, any numbers you pick could be a winner. People use anniversaries, their favorite numbers, or even numbers from a recent fortune cookie. Once you pick your numbers, don't ever change them and I stress this a lot to all my readers. Changing your numbers is not the answer.

However, if you have numbers that are the same as the recent winnings, do not use them. It's very unlikely they will be ever used again in the lottery system.

If you need to find recent winning numbers for your state, you can go to the lottery websites. All state lotteries have websites that have recent winning numbers. You can check your numbers on the website to see if you're using recent winning numbers.

Next golden rule is to avoid missing a draw. Don't forget to always play the lottery. If you miss a draw, there is a chance of losing.

If you play the Florida lottery, you have a chance to play 10 times, for a $\$ 1$ each. This increases your chances like I mentioned earlier. You should also keep track of each card by numbering them on the back. This method will be further explained below.

So how many cards do I play?
Example \#1 : Florida Lottery is at \$3- Million Jackpot - So I buy 3 total cards for the Florida lottery with all 10 changes paid. That's $\$ 30.00$ for the current drawing, which increases my chances of winning. If the current jackpot is at 6 Million, I'll
play 6 Cards that comes up to $\$ 60.00$ for the current play. This increases my chances of winning by 60 . For each 1 Million, I play 1 card.

Now if the Jackpot is at 43 million, I pay $\$ 430.00$ towards the lottery. That's 43 cards of 10 chances each. This increases my chances to win by 430 times. This is a very good method to follow.

As mentioned earlier, you should always number the back of your card to keep track. This is to let you know when you need to play these cards in numeric order. Don't ever change the numbers on the cards, always keep them the same.

Like scratch off tickets, you win from time to time, always use the money earned to invest in more tickets. I use this same method for the lottery, the winnings I earn goes to further investing of the lottery.

For example,
Let's say you purchased $\$ 30.00$ worth of tickets, and won $\$ 50.00$ but someone won the jackpot. The jackpot is at 3 million and I decided to use the $\$ 50.00$ winnings from the last draw to use it to purchase five cards for the next drawing. Now that I used the current last winnings towards my next purchase, I only used $\$ 30.00$ to purchase $\$ 80.00$ worth of lottery tickets. I won $\$ 250.00$ from it and will use that towards the next purchase of tickets. This is an ongoing investment that started at $\$ 30.00$.

## Testimonials


"My husband and I used Richard Lustig's lotto method and within months of starting the method we hit a Mega Money jackpot for $\mathbf{2}$ million dollars! It was really easy to follow. You only play what you can and you can still win! Shaun and I will only play lotto from now on using these strategies."

Jennifer and Shaun, Florida

My wife purchased your book for my 50th birthday (Nov, 2010). I've always been a big fan of playing the same numbers as it relates to Pick 3,4 , etc. That strategy usually seems to pay off. However, it took me 13 months before I decided to purchase an entire package of scratch-off tickets (Maryland Lottery Ravens). I utilized my winnings to purchase another package, and in that package, December, 2011, was a $\$ 250,000.00$ winning scratch off ticket. Thanks for the winning advice!

## RICHARD TAYLOR

CRISFIELD, MD

Richard, I have won $\$ 23,075.00$ since I purchased your book in December. Thank you so much for changing my life. I will be in Orlando next week. Would like to stop by and shake the had of one of my heroes. I may be able to stop bye on Friday. Can you please send me your address? Look forward to meeting you in person.
Thank you,
Kevin Martinez

# RICHARD, oh my God, I won \$10,000 today on the 100 million dollar blockbuster scratchoff. I can't believe it. I am looking at the card over and over again. I won after buying 8 more cards today. Thank you so much for your inspiration. 

JASON - KANSAS CITY, MO

I just had to write. I have been wanting to buy your book for over a year now and finally decided to do so, since I am not winning using my methods! LOL So, I bought it a couple of weeks ago and read it through twice. Making note of the highlights. Told Hubby maybe now we'll win! Like most guys he is pretty skeptical about stuff like this. When I went to the store tonight to get our lottery tickets, I saw some roll end ticket on a $\$ 1$ game that has a $\$ 5 \mathrm{~K}$ jackpot prize. Like you said to do in your book. When I scratched the last ticket \#299 first, it was the \$5,000 jackpot ticket. I know you can relate to my elation! I still can't believe it. But, if it had not been for your strategy in your book, I would have just bought some random tickets off different rolls. And before I went to the store I did check the lottery website to see which games still had jackpots outstanding and this had 6 but I guess now it has 5!

Thanks so much for making us a winners! I certainly earned back what we paid for your book! I can't wait to see what else we'll win utilizing your methods.

Sincerely,

Kitty \& Brian Wells


## Evan Nine posted to Richard Lustig

November 24 near Port Saint Lucie, FL
OK Here we go again. Win number 9 using Richards method. I have hit 4 out of 5 numbers in Fantasy 5 paying a cool $\$ 555$ each time. I have done this 9 times in the past year following Richards method. I only allow myself $\$ 65$ per week as an investment and each and every week, I continuously win something every week. You can too by buying his book and start winning just like me each and every week

Richard,

We spoke a couple of times about 8 months ago. I play the California Fantasy 5 and with your book and advice I would like to thank you for the amount of success I am having. Before I used your method I thought someday I would win.. Now I know absolutely $100 \%$ I will win soon.

Thanks again for your method... I really hope to win soon and I take it very seriously, I don't play just to play for some dream. When I win I plan to call you and when I win, I would like to give your method credit to the lottery press releases. ( you know when they take your picture and all that stuff and post it online). I completely understand why luck has nothing to do with it.

Beau - Redondo Beach, Ca

## Closing Comments



So there you have it, now you know why so many people struggle to win the lottery, how you can improve your chances of winning, what you can do to develop a winners mindset and । even told you a bit about past winners and how you shouldn't give up on winning. I truly enjoyed telling you guys and girls some of my secrets and I could only hope that you stick to them. While I wish I could, I cannot promise or guarantee that you will win anything, but I honestly hope you do. What I can teach you is how to increase your chances of winning the lottery. On an ending note, remember, you should never spend what you cannot afford.

Take care, good luck!

