

The Luckologist's Guide

for Creating,
Tracking & Forecasting
Your Luck

SAMPLE eBOOK

With your payment, you will receive a link by email
to download the full version eBook - Acrobat PDF file
- all 136 pages, upon successful payment to ClickBank.

Luckologist.com

Your download link will expire in 120 hours.
You will be permitted to download this product 5 times
The Luckologist's Guide eBook is supplied as an Acrobat PDF file.

Luckology

The belief in the ability to successfully attract
Good Luck and turn Bad Luck into Good Luck
over and over again.

Ric Wallace ~ Luckologist & Luck Creator

CONTENTS

Introduction	3
Ric Wallace.....	5
The Lottery Charms Story & LotterySquirrel.com.....	8
The Seven Habits of Lucky People	12
Create Your Own Luck.....	15
Creating LUCK with Goals	18
Creating LUCK with Affirmations	22
Luck & Your Reticular Activating System	27
How to Harness LUCK with the 3 P's of Winning or Success	30
Good Luck Masquerading as Bad Luck.....	33
Depression and Luck/Bad Luck Causing Depression.....	36
Lemons to Lemonade: Turning Bad Luck into Good Luck.....	39
KARMA (GOOD Luck & BAD Luck).....	45
Luck and Astrology.....	48
<i>The Chinese Zodiac</i>	50
The LUCKY Chinese Fortune Cookie.....	54
Friday the 13 th and the Number 13.....	57
St Patrick's Day: The Luckiest Day of the Year	60
Creating LUCK with Numerology	62
Luck, Like Other Things in Life, Comes in Threes	65
Dreams ~ Help From the Other Side ~ Psychics.....	70
Real LUCKY People Learn to Stay Under the Radar	74
Make Sure Your LUCK Stays Legal.....	77
Opportunity vs Scams	82
Beware of Scams.....	88
<i>Real World Examples of Scams</i>	91
Nature's Good Luck Signs	104
The Lucky White & Black Squirrels.....	106
Inspirational Quotes.....	112
Quotes on Luck	114
Suggested Uses for Lucky Lottery Charms.....	117
Printable Charts & Usage Guide	120

Introduction

The Luckologist's Guide to Creating, Tracking & Forecasting Your Luck was written with the serious “**luckologist**” in mind. What’s a **luckologist**, you ask? It’s simply a practitioner of **luckology**.

Now, what’s **luckology**? I’m glad you asked that too. **Luckology** is the belief in the ability to successfully attract Good Luck and turn Bad Luck into Good Luck over and over again. This book is not just a lottery strategy book. Luck can be found and enjoyed in all areas of life, from career to wealth to relationships, and even living to see another day. Being a luckologist does not mean you have to be involved with gambling or lotteries. While I’ve enjoyed luck with lotteries, I’ve also enjoyed the benefits of luck in other areas of my life as well.

This eBook contains information to assist you in focusing your energy like sunlight through a magnifying glass in order to create your own good luck. And to help you track your luck – something we strongly recommend – we’ve created a variety of charts for you to use, making luck tracking simplified. You won’t necessarily want to use every chart; I’ve simply tried to provide as much selection as possible. Feel free to print as many copies of any of the charts as you would like (see [page 121](#) for eBook printing recommendations).

Many individuals in Asian cultures track their luck. When one person’s luck is on an upswing, they will pool their money and give it to the one lucky person to gamble. One superstition that was passed down to me, and I firmly believe: things happen in threes. For example: If I experience two negative events, I will refrain from spending or gambling. The chance of a win or positive outcome seems reduced, so it’s not worth investing any money until indicators that are more positive appear. A positive event after three negatives is a good indication that things are starting to turn around. This is the optimal time to benefit from good luck.

This eBook is a collection of the beliefs and habits I practice to magnetically attract good luck repeatedly. One key is learning to turn **lemons into lemonade**, because everybody experiences negative events every once in a while. It’s how you

react to and deal with bad luck – life's lemons – that can make all the difference to your life and state of happiness.

Although as an optimist, I don't like to dwell on negatives, I've included extensive information spanning a couple of chapters on the issue of scams. Fraudulent activity is all around, and people really need to learn to be more wary of promising-sounding proposals that are really just scams in disguise. If you fall prey to these scams, you could be in for a long run of bad luck, taking away from your opportunity to experience good luck. The key: If something sounds too good to be true, it *definitely* is.

I've also included three chapters (tips) from my first book, ***21 Lucky Lottery Tips for Selecting, Playing, and Winning Lotteries***. This will give you a little taste of what my first book was all about. These chapters seemed particularly significant to a discussion on luck.

I hope you find some motivation and inspiration in what I've written here. I certainly enjoyed putting my thoughts and beliefs into writing. Plus, I hope you'll find some benefit to the luck creating and tracking principles I've provided.

And here's wishing all my readers lots of **Good LUCK!**

Ric Wallace

◆ **Luckologist** ◆

aka "Lucky"

Ric Wallace

Luckologist / Multiple Lottery Winner, Lucky Coin® & Lottery Charm® Creator

The positive mindset and **LUCK** promoted in this book can be applied to more than just lotteries.

Is the glass half full or half empty? Both answers are correct. A person's attitude and belief determine the answer. This analogy can be applied to LUCK. Is it random, or can it be created? Some will say it is entirely random, while others like me believe they can create or harness LUCK. This is not a reinvention of the wheel. What I have done is used dreams, visualizations, actions, and goal setting to achieve many smaller wins leading up to a big win on a lottery.

In April 2002, while using white squirrel souvenir items commemorating the lucky white squirrels of Exeter, Ontario Canada (whitesquirrels.ca), I enjoyed a series of wins from lotteries and a casino visit. These wins led to the registration of LotteryCharms.com® and LotterySquirrel.com as internet domain names.

On May 30, 2002, I applied to have LotteryCharms.com® registered as a trademark. I did this as part of a two-year plan to document the ability to harness or create LUCK. The plan's period of two years was to allow enough time for LotteryCharms.com® to become a registered trademark. The trademark application date provided government validation for the start of my two-year plan. I also wanted to protect the name. I knew that doing so would bring authenticity to my ideas when my BIG WIN materialized. This trademark application was the catalyst for what I call my 2-year wealth-luck action plan. I formulated my plan on the belief that a series of smaller wins would eventually lead up to a big win, like tremors in advance of an earthquake.

On May 31, 2004, the 2-year wealth-luck action plan was realized when I won the GRAND PRIZE on a hospital-sponsored Dream Home Lottery. This prize package, valued at more than \$775,000 CDN tax-free, consisted of a luxury home, furniture, sports car, appliances, electronics, hot tub, cash, and more. I have also documented

many other wins during this two-year period on the LotteryCharms.com® website. Some say I missed the mark on my wealth-luck action plan by only one day, but many others reminded me that 2004 was a leap year. That little fact means I actually reached my goal, two years to the day!

People ask why I chose squirrels as good luck symbols for my Lottery Charms. I always answer by saying that these particular items of LUCK are helping me **“squirrel away a lot of money.”**

Your attitude, desire, belief, dreams, and actions determine your success with lotteries and life. I have won many times at the lotteries and casinos using my Lottery Charms and the power of believing – CREATING SOME REALLY GOOD LUCK.

I have documented over 512 wins on the LotteryCharms.com website. These wins have mostly been from quick picks or next ticket assigned. I have no system for number selection or special software. Instead, I was concerned with the aspect of relying on LUCK. My first book was published from the proceeds of lottery wins. Our house is filled with all sorts of things we have won.

Winning the lottery many times with the odds stacked against you is a good way to demonstrate LUCK or being lucky. Luck can be more than winning lotteries or contests; just living to see another day, returning safety from a long trip, avoiding tragedy, walking away from a bad accident, etc are also signs of LUCK.

**How to Harness
LUCK
with the 3 P's
of
Winning or Success**

It's as simple as "Picture it, process it, and pick it up."

How to Harness LUCK with the 3 P's of Winning or Success

Belief + Attitude + an Item of LUCK (Lottery Charm®) = Results on just about anything. To win on the lottery, just add a ticket or ballot.

From the view of a photographer (myself), here are the 3 P's of winning or success:

1. Picture It

Picture what you want, need or desire. The dream home we won, we took several high-res mental pictures, not just one. A cheap camera, a low megapixel camera, will take a fuzzy picture and give fuzzy results. When I take a mental picture, I use a 100+ megapixel image – lots of detail.

2. Process It

To process a picture you need a camera, film or a memory card. After you take the picture, the film has to be developed or digital image transferred to a computer so you can see it or print out on photographic paper. You can adjust things such as cropping, color, size, etc.

To win the lottery you need a ticket, ballot, etc. combining it with the mental picture you create in your mind. Adding an item of luck is a tangible item you can use to connect

the two. Then process the dream into a memory (an affirmation). **A memory is a past tense of something that already happened.** The dream home I won, I had already lived the experience weeks before the win. When the hospital called to tell me I won, I was simply replaying a memory or a recording.



3. Pick It Up

This the final part: claim your prize, win, or whatever you imagined. I have done this countless times. Time to picture something else.

I have used these 3P's for achieving dreams, wishes or desires many times. You can modify these 3 steps to increase your LUCK in getting your end result – your goal – e.g., job, house, new car, computer, career, etc. The only limit is your imagination. Does this work? My neighbors who lived beside the dream home I won can back up my story.

Using the 3 P's of winning or success could help you obtain just about anything. That might even include a new car and a new place to call home.

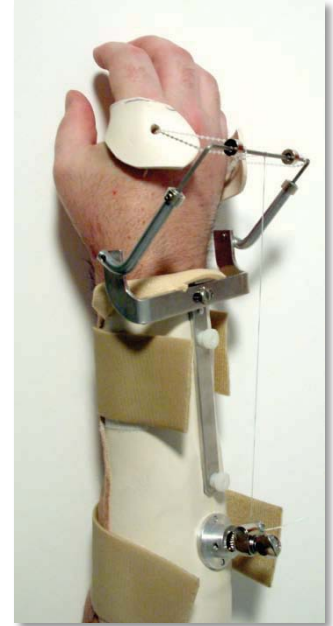


**Good Luck
Masquerading
as
Bad Luck**

*Sometimes good luck results from the change in
direction that bad luck provides.*

Good Luck Masquerading as Bad Luck

How can bad luck turn into good luck? Sometimes in life, negative things we refer to as “bad luck” happen, but cause a change of events that lead to something positive. From my own experiences, a nasty fall from a ladder resulted in a broken arm and smashed hand, which in turn, led to three casts and two operations, plus a year of therapy on the hand to regain use of it. Because of the treatment I received from the hospital, I purchased a ticket on the annual hospital lottery – one that I had not played for 7 years – and won the [Grand Prize](#). Had I not broken my arm, I would not have purchased a ticket; but because the hospital helped me regain use of my hand, I felt it was the least I could do to support them.



I even bought a second ticket with money that I won elsewhere, thinking it would make an interesting story if either ticket won. I thought to myself many times, “Would it not make a neat story if someone who the hospital helped won the lottery.” That is exactly what happened, and the hospital and media loved it.

About five and a half years later, news broke that a hospital administrator who’d been at the center of a media firestorm was being given a generous severance package. The public was crying foul, and many people were calling for a boycott of the lottery. With the news of my win planted deeply into people’s minds, the local TV station called to ask my view on the current situation. I told the reporter on air that not buying a ticket on the hospital lottery was just hurting the wrong people.

Later at the opening day for the dream home, two people connected with the hospital foundation thanked me personally for my comments on the nightly news. The one girl said it could not have come at a better time. Had I not broken the arm, I would not have been on the news to help them out.

Through my websites [WinBig.ca](#) & [LotterySquirrel.com](#), we are even helping promote various charitable lotteries for FREE at my own expense. We like to tour

the province and retouch our famous squirrel LUCKY into the photos. Various people running the lotteries have given us comments of appreciation for what we are doing.



In May 2010, I was filmed for an upcoming episode of *The Lottery Changed My Life*, appearing on the TLC network and will be seen by millions of people worldwide. Had I not broken the arm, I would not have won the lottery and would have missed my chance at 15 minutes of worldwide fame. You would also not be reading this book if the ladder fall had not happened, or if the fall was fatal. I am lucky to be alive.

Sometimes some bad or negative luck can be like **a change in direction – a course correction – to get you on the path to really GOOD LUCK.** Today I can use



the computer mouse equally with both hands. The ladder fall was an important turning point in my life, but I do not want to repeat the broken arm and smashed hand ever again. Some people say things happen for a reason. Sometimes we do not see the reason or the benefit for quite some time. Looking back or tracking your LUCK can make sense out of life.

In high school, my mother passed away suddenly, and I was living on my own trying to finish high school and graduate. A very nice Chinese lady, who I worked with at my part-time job and treated me like a son, told me according to her Buddhist beliefs “my star is shining too bright.” I was meant to be on my own at that time in order to achieve success. These were words of inspiration that good things would come.

Another parent of a friend told me I have gone a lot further than most people ever will. I see more good things to come and always try to outdo myself. For me I do not fear bad luck, but rather think how I can turn this into good LUCK.

Hello, Oprah, and/or Time magazine. The sky is the limit!

Printable Charts & Usage Guide

The charts and graphs we've provided for charting your LUCK may give you an insight into how Luck comes and goes throughout your life. **What you do with this information is up to you.** Knowing when you are entering a positive or negative phase or coming out of one could be very useful information.

We have included charts for tracking daily, weekly, monthly, quarterly, semi-annually, yearly, and even a ten-month cycle. During any of these time periods, you can have positive or negative luck. Using the next time-frame chart can determine overall whether the week, month, quarter, or year was good or bad. It is so simple; all you have to do is connect a few dots. Saving this eBook to your computer, you can print just the pages needed. For reference purposes, we've provided a SAMPLE chart already plotted.

In addition, for those who are regular lottery players, we've provided two charts designed specifically for keeping track of the following: e.g., draw dates, numbers played, winning numbers, wins, etc. One is a simplified chart; the other allows detailed tracking including net wins/losses and a running total.

We hope we have enlightened your mind with other studies like astrology, numerology, etc that also deal with luck. The trick is to find what makes sense and works for you. Based on past negative experiences, I have found I personally do not get along with males born under a certain astrology/Chinese Zodiac sign and have found it better to just not deal with them. This is not to say all people born under a sign are worth avoiding, but for me, I have been burned too many times in the past. I prefer not to deal with people who have certain traits. On the other hand, you may not have had the experiences I have.

You may find you have a different list of incompatible signs. Life is too short to waste it on people you do not get along with or cost you money. Time is money, and I prefer not to waste it. To be successful or LUCKY is knowing what decision to make that will bring a positive result. Also, minimizing bad luck and turning it into GOOD LUCK are the true traits of a Luckologist.

The charts/graphs can be used to track luck in general, life, lotteries, business, love, health – wherever you feel you have had positive or negative experiences.

If you find the eBook useful, drop us a message at Luckologist.com or LotterySquirrel.com. We would love to share your stories of success, while protecting your identity, of course. We could simply include your initials and province/state; for example, KW of Arizona, etc.

This book is not a lottery book, although some of the concepts discussed here have been used to win the lottery many times. If you are not a gambler or lottery player, you can have success using LUCK in whatever becomes a passion for you.

Printing this eBook

When printing this eBook, make sure you select “Auto-Rotate and Center” (see the yellow highlighted area in the image below). This will ensure that all pages print properly, including the landscape formatted charts in the back of the eBook.

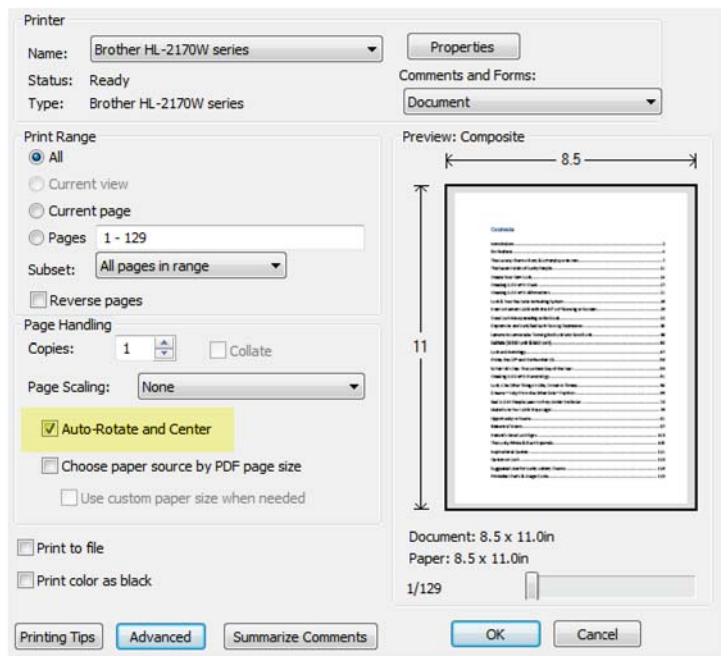


Chart Your Own LUCK

ONE WEEK CHART

WEEK #

1

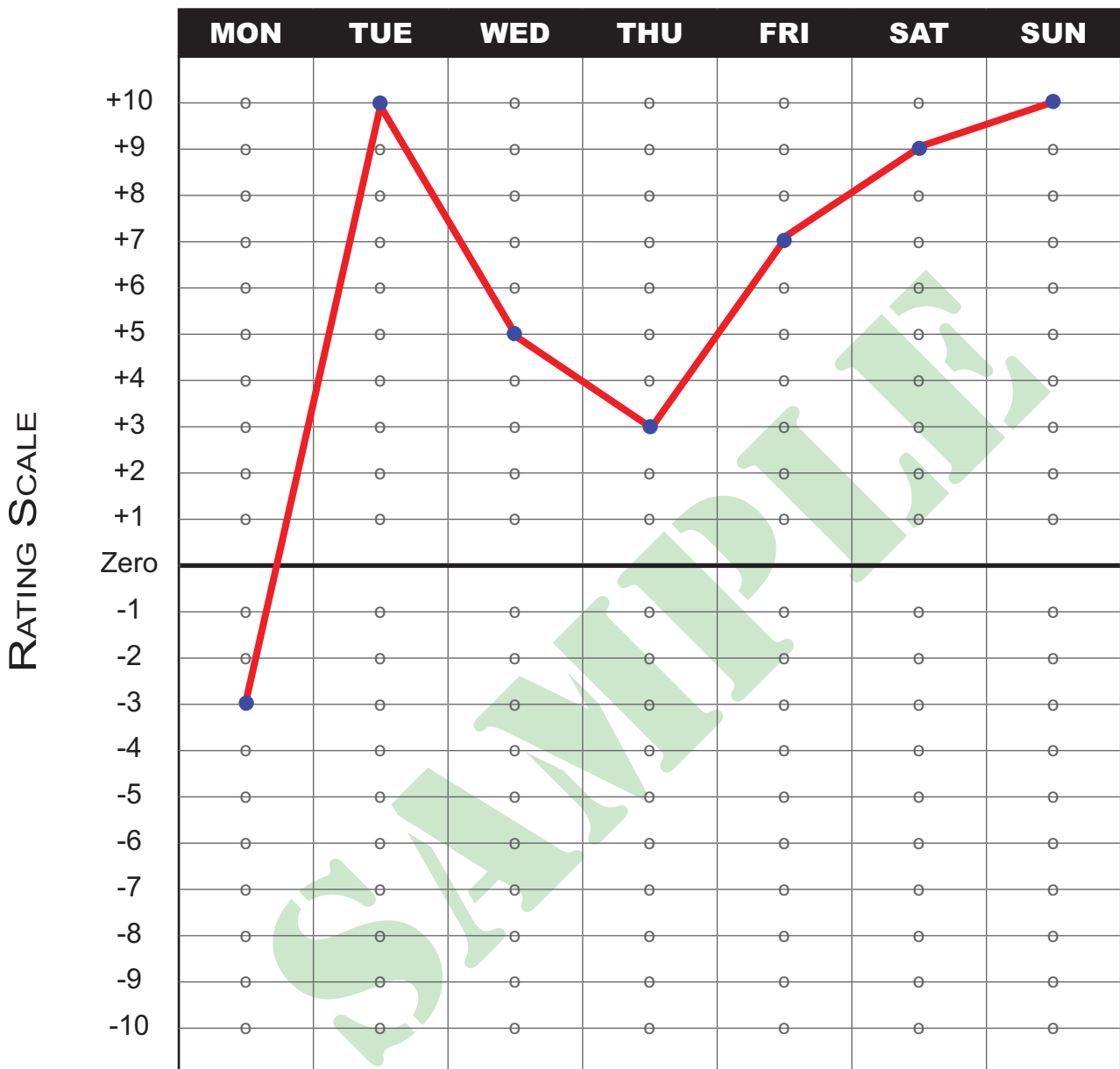
Rate the LUCK in your life based on a fluctuating positive and negative scale.

Plot your chart by filling in one circle for each day, according to the rating scale description below.
Join the filled dots to show your weekly LUCK chart.

Positive Scale: +1 to +10, +1 represents a little good luck and +10 represents amazing luck

Negative Scale: -1 to -10, -1 represents a slight downturn in luck and -10 represents very bad luck

ZERO: neutral, represents neither good nor bad luck



The Luckologist's Guide to Creating, Tracking & Forecasting Your Luck ~ Luckologist.com

Year: 2010 Month: August Dates: 9 through 15 (eg. 1-7)

Index

A

advance knowledge75
affirmations..... 13, 21, 22
air time.....55
astrology 48, 49, 50, 120
 Astrological Signs49
attention27, 36, 64, 73, 74, 76, 77, 78, 79, 106
attitude 12, 25, 41, 52, 58
Attitude 5, 6, 15, 70
audit77, 79
Aunt Gertie48
Australians58
Authenticity5

B

bad luck..... 1, 4, 32, 33, 34, 36, 41, 49, 58, 65, 66, 67,
 104, 114, 115, 120
bankruptcy55
beginning of many64, 65
belief 1, 3, 9, 12, 45, 48, 50, 58, 60, 65, 68, 118
 power of believing6
Belief 5, 6, 15, 70, 71, 118
 power of believing6
Black Squirrel 1, 10, 23, 70, 107, 108, 109
 black squirrels rare107
break even19
broken arm 33, 34, 40, 41
bur oak104

C

call display.....82
Camp David110
Canadian Intellectual Property Office9, 16, 78
charts 3, 50, 119, 120, 121
Chinese Zodiac50, 120
commission55
construction site48
create their own luck 12, 115

D

depression.....36, 37
DeWalt tool package.....10
Disclaimer1
domain registrar98

dream home . 22, 23, 30, 31, 33, 41, 48, 55, 60, 62, 67,
 68, 70, 71, 74, 77, 117
dream into a memory..... 30
dreams
 dream into a memory 22
Dreams 5, 6, 15, 70, 71, 72, 75, 118
Dreams, other side, psychics 70

E

easy money86, 89, 92, 102
Exeter, Ontario 5, 106, 107

F

Federal Trade Commission 90
fine print..... 101
fortune cookie 54, 55, 86
fraudulent schemes..... 88
Friday the 13th15, 56, 57, 58

G

gambling..... 3, 80
Gambling disclaimer 70
Goal setting 5
goals 13, 17, 18, 71
 goal setting 21, 118
golden opportunity..... 55
Golden Rule 45
good luck .3, 4, 6, 12, 24, 27, 32, 33, 36, 40, 42, 46, 49,
 63, 67, 103, 104, 106, 110, 115, 116
grand prize 33, 41, 67

H

habits..... 3, 12, 106
Hollywood horror movies..... 58
hospital.....5, 30, 33, 41, 62, 67
 hospital lottery 33
housekeeping services..... 10

I

infomercial 55
Inspirational Quotes 112
internet.....5, 8, 54, 82, 85, 88
Interpol..... 96

The Luckologist's Guide for Creating, Tracking & Forecasting Your Luck

Ireland	60
Irish	59, 60, 104, 115
IRS	77
Items of luck.....	1, 75, 117, 118
power of belief	118

K

Karma.....	44, 45, 46
Kent State University™.....	108, 109
Kent, Ohio	62, 108

L

Larry Wooddell.....	108
law enforcement.....	79, 80
Lemons to Lemonade.....	38, 39, 40, 41
lemons into lemonade	3, 13
life path number	62
London Canada	106
London, Ontario	1, 41, 62, 107, 108
London, Ontario	1, 70
Lotteries.....	1, 5, 6, 70, 71, 72, 75, 88, 89, 90, 117, 118
Dream Home	5
groups, syndicates, pools	89
secret system	89
success	6, 70
ticket validation.....	90
lottery .	3, 6, 8, 9, 18, 19, 20, 22, 23, 25, 30, 33, 34, 41, 49, 54, 55, 58, 60, 63, 66, 67, 68, 70, 72, 74, 77, 78, 79, 80, 82, 83, 86, 89, 90, 93, 94, 102, 107, 117, 118, 120, 121
lottery ticket.....	22
Lottery philosophy	90
LotteryCharms.com	
book .	1, 3, 4, 5, 6, 18, 34, 50, 55, 68, 70, 71, 72, 74, 78, 79, 80, 86, 117, 118, 121
bookmarks.....	116, 118
coin.....	20, 55, 63, 65, 117, 118
magnets.....	8, 55, 116, 117, 118
pins.....	8, 10, 19, 41, 43, 55, 70, 117, 118
LotteryCharms.com®.....	1, 5, 6, 15, 71, 117, 118
book	118
bookmarks.....	117
coin.....	117
magnets.....	117
pins.....	117
LotterySquirrel.com .	1, 5, 7, 8, 23, 33, 55, 80, 100, 121
luckologist	3, 50
luckology	3, 62
lucky number	62, 63

LuckyCoin.ca.....	1, 20
LuckyLotteryTips.com.....	1

M

Mazda MX-5 Miata.....	10
Mexican cultures	58
Mildred Muldoon	60
mindset	5, 50
misleading advertising.....	100
money magnet	24, 79

N

Nancy Reagan.....	48
natural gardeners	106
Nature's Good Luck Signs	104
negative life experiences.....	36
Nigerian scam	94
Norse folklore.....	104
Number selection	
playing only birthdays.....	15
quick picks	72
numerology	62, 63, 120

O

offer to renew	101
opportunities.....	12, 38, 112
opportunity knocks.....	82, 114
other side	70, 71

P

pay it forward.....	45
personal information.....	82, 102
phone tapped.....	74, 79
plan to win.....	19, 25
positive thinking	22
Positive thinking	118
predictions.....	48
Princeton University	109
Printing this eBook	121
prophecy	54
psychics	48
psychic from Ottawa	71
publishing industry	45

Q

quick picks	6
Quotes on Luck.....	114

The Luckologist's Guide for Creating, Tracking & Forecasting Your Luck

R

Random or created5
Reticular Activating System.....27
 activating your RAS28
Revenue Canada77, 78
Ronald Reagan109

S

sales and advertising revenue.....55
scams 4, 12, 81, 85, 86, 91
 banking email scam.....95
 email phishing91
Scams88
 Internet88
 lottery.....89
 mail & phone.....88
second ticket33
sense of humor12
setting goals13
single mother48
Snell, Peter70
souvenir items.....5, 107
squirrel away.....6, 25, 106
squirrels5, 6, 62, 104, 105, 106, 107, 108, 109, 110
 squirrel scratcher117
Squirrels
 squirrel scratcher1, 118
 white squirrel souvenirs5
St Patrick's Day.....59, 60
stay legal77, 78
subconscious mind.....27
Success29, 30, 115
Super Bowl106
superstition3, 58, 60
 itchy left hand60
Superstitions15

T

tax audits.....78, 79
 fishing expedition.....77
 invasion of my privacy.....79
 original receipts.....77
tax man75, 76, 77, 79, 80
taxes.....74, 80, 100

Taxes

 random tax audit 16
The 3 P's of Winning..... 30
The Lottery Changed My Life..... 20, 34, 55
the number 10..... 62, 63
the number 13..... 58
therapy 33, 40, 67
threes3, 64, 65, 66
Tiger Woods 78
TLC..... 20, 34, 55
too good to be true 4, 88, 102
track your luck 3
 luck tracking 3, 61
 tracking your luck 34
trademark.....5, 9, 10, 16, 20, 78, 99
Trademark1, 5, 16, 71
Tuesday the 13th 58

U

under a microscope..... 74, 78
under the radar 73, 74

V

validation..... 5, 90
vandalism 68
Victoria-Park.com 70
Visualizations.....5, 15, 71, 75, 118

W

Walt Disney 48
Washington, D.C. 109
Wealth-luck action plan..... 5, 15
 leap year 6
White House 109, 110
white squirrel5, 106, 107, 117
 white squirrel pin..... 8, 10, 19
win big9, 19, 49, 74, 78
win-win situation..... 55

Y

Year of the Rat..... 50
Yin/Yang 65, 66

References

ChineseZodiac.ca

LotteryCharms.com

LotterySquirrel.com

Luckologist.com

LuckyCoin.ca

Victoria-Park.com

VirtualEdge.ca

Wallace, Ric. *21 Lucky Lottery Tips for Selecting, Playing, and Winning Lotteries*. London, Ontario: Virtual Edge Communications, 2006. <<http://www.luckology.com/>>.