

Entrepreneur has all the luck

"Canada's Contest Queen" helps people to win big

By **ROGER PIERCE, BIZLAUNCH.CA**

Knowing how much people love to enter contests, Carolyn Wilman has made a business out of it. "I teach people how to have more fun in their lives by entering contests and winning," the entrepreneur says.

Wilman's company is called Imagination Edge Inc. but she's best known as the "Contest Queen" (www.contestqueen.com).

Her website lets contest enthusiasts connect to all things relating to the hobby of contesting. Wilman also offers contestants excellent tips and advice to help them win through her informative classes, an e-newsletter and her book called *You Can't Win If You Don't Enter*.

While she helps contest goers on one side of her business, the other side works with companies to create and implement innovative contests and promotions.

"I am currently the only promotional consultant in Canada who has sat on both sides of the contest table and can see a promotion from a 'contestor's' perspective," she explains. "My corporate clients appreciate such experience."

Wilman also co-founded the Canadian Contestors Association, which is currently organizing the 1st Annual National Contestors Convention (www.contestconvention.com) to be held Sept. 21 to 23 at The Sheraton Centre in downtown Toronto.

"We're very excited about this convention because it will bring together so many people who share a passion for contesting," Wilman says. "Participants will, of course, enjoy many chances to win thousands of dollars of prizes and goodies."

Wilman says there are four types of prizes people love to win, called "The Four Cs of Contesting." They are computers, cash, cars and cruises. Wilman earned her title as the Contest Queen years ago when she won three trips all in one week.

"People started to ask me about my secret to winning contests, so I built my business to share that expertise," she says. "I live by the credo, 'You can't lose helping others win.'"

Already a Canadian success story, Wilman's future plans include extending her winning ways into the United States.