

You can't win if you don't enter

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You Can't Win If You Don't Enter by Carolyn Wilman

Carolyn Wilman calls herself the [Contest Queen](#). Having won numerous prizes from hundreds of contests, some of the larger ones including trips to Barbados and Europe, she is an expert. I thought this should be a useful read, because I like entering contests.

I skimmed through some parts and ignored the chapters on viruses and spyware, contest software, and attracting luck; there's some good information though. For instance, the differences between the terms *contests*, *lotteries*, and *sweepstakes* are defined. The contests I've entered are actually sweepstakes - a promotion with no entry fee, which is a game of chance with a prize. Contests involve a skill, like writing, have no component of chance, and have an entry fee, likely in the form of proof-of-purchase labels from a company's product that you've purchased.

The author outlines her method for keeping track of and entering online contests (online contests are the book's focus, although mail, phone, in-store and text messaging methods are briefly mentioned). There are tips and resources like newsletters, web sites, and groups listed, with anecdotes from other contest winners sprinkled throughout. As a much more casual contest person, I won't be making use of all the information presented, but I did learn about the subject from this book.

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Carolyn Wilman's site is [here](#).

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