

# Crazy Companies: Bizarre, But Successful Business Ideas

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Wilman (right) and one of her prize winning clients

## Winning idea

"I teach others how to win," Carolyn Wilman, who calls herself the Contest Queen and has helped her clients win more than \$1 million in prizes since starting her businesses in which she counsels individuals on how to find and win sweepstakes.

Wilman, who calls herself a promotional marketing consultant, delivers her message in a number of ways, including through a book she's written, a newsletter, her blog and a weekly radio show. She also conducts full-day seminars that cost \$100 to attend and is also developing a webinar series.

Wilman started the business on a whim.

"I became unemployed and I began entering sweepstakes as a hobby, I became a mom, I went on a wild winning streak (3 trips in one week) and after about 100 people asked me my secret, I decided to combine my marketing background with my hobby," said the Oshawa, Ontario-based entrepreneur.