

MOMpreneur: Carolyn Wilman of Contest Queen

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Contest winner Carolyn Wilman at Hogwarts.

I am so passionate about sweeping and excited about winning, I decided to write a book...

Carolyn Wilman is a winner, pure and simple. But much more than being lucky – although that can probably help – Carolyn has worked hard on developing a strategy for winning just about any content she enters. And now, with the upcoming publication of her third book, *How To Win Cash, Cars, Trips & More*, Carolyn looks to share some more of her secrets.



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We interviewed the author and founder of [ContestQueen.com](#) to discover how she manages to run a successful marketing consulting business as well raise a family.

What inspired you to become an entrepreneur?

I have owned my own businesses since 1994 but the mom part came about in 2004.

I am so passionate about sweeping and excited about winning, I decided to write this book after the 100th person asked me what my secret was to winning so much. I knew I was onto something with the system I had developed over the past few years and I wanted to share my discoveries, ideas, thoughts and enthusiasm with others.

Then someone asked me, "Why would you give all your secrets away? Wouldn't teaching others how to be successful sweepers decrease your odds of winning?" It was a tough question...

I was contemplating whether or not I should continue to write the book while driving to a friend's house. On the way I passed a church. The service announcement board out front said "You Can't Lose Helping Others Win." That clinched it—I thought, "That message is for me! God is telling me it is OK to write the book!"

What's the best part about owning your own business?

Flexibility – I can flow my work and personal lives around one another.



The payoff! Contest Queen Carolyn Wilman and Michael Bublé

Describe a typical day:

Exercise, get ready for the day, get my daughter to school, work until I pick her up, work after she has a snack, make dinner, clean/tidy the house, get her to bed, then I go to bed.

However my days are never typical which is why I like working for myself – today I am at a client's office downtown, I have to pick-up a prize (LOL!) then off to night school – tomorrow I work from home until 2pm then have to take my daughter to SickKids (she wears a brace), then off to visit my mom before we go to a movie I won passes to – I think Friday I will finally have a chance to clean the house as we are going away with friends for the weekend.

Who do you count on for help? Do you have a network of family that answer the call?

My mom is #1, but she's not always available, so I call my ex (as he's our daughter's father ...) then I have some friends, or take her with me.

*Starting a business is 10x more work than you ever thought.
Just like kids.*

What does the future look like?

Very different! I opened [Idea Majesty](#) this January to slowly move my business from promotional marketing to digital marketing as I am being asked more and more for my other online services.

Have you ever had to sacrifice something at work to make the family work?:

Yes. For a long time the business, then the family couldn't work anymore. Now that we are divorced I have made many changes to my business – for example, we went on a 1 month tour of the USA last summer.

What do you do on a day off? Do you even know what a day off is?

Enter contests, clean the house, bake, garden and mostly hang out with friends.



Are you active in your local MOMpreneur community?:

Not really - that's actually one of my goals. I signed up to attend Bloggy Moms in September and maybe next year BlogHer.

Name another MOMpreneur who inspires you:

[Listen 2 Lena!!](#)

Have any tips for moms thinking of starting a business?

DO IT!

And it's 10x more work than you ever thought it would be (just like kids).

Are you a MOMpreneur? Know someone who is?

Let us Know!

Jesse Wallace



Jesse is a typical class clown. Born and raised just north of the Toronto, he fell in love with the City on school trips to the ROM and the Science Centre. He tried Vancouver for a few years, but the call of home was too strong to resist. Today he lives in the North-East Upper Beaches. (What? It's a thing!)
