



Media & Giveaway Guide

ABOUT

Do you want the Contest Queen to review your product and host a giveaway?

ContestQueen.com delivers a powerful multi-platform *contest marketing accelerator* to increase distribution and participation and extend the life cycle of your web challenge and brand messages. Carolyn will co-ordinate (and consult and even help design online distribution strategies) with your own marketing team to execute plans.

Carolyn Wilman is a whirling dervish and can deliver graphic design, promotional products, on-site promotions, contest or sweepstakes creation, supply chain management, fulfillment, website building, internet widgets and effortlessly extend brands into social media venues such as Facebook and Twitter. She also does contest site beta testing.

ContestQueen.com gets a lot of human traffic. Her portal has been averaging 500,000+ hits per month for the past four years (with a high of 1.25 million) as a destination hub for both marketers and sweepstakes entrants. The primary site, along with dozens of partner sites in the industry, gives her enterprise an edge in developing and deploying viral marketing campaigns around existing promotions.

Contact the Contest Queen today to see how she can add new dimensions and increase the ROI of your online marketing.

STATISTICS

NOTE: All statistics are as of May 15th 2010.

Statistics for **Contest Queen** (website)

"Where the winning begins." & "The hub of all things contesting."

URL: www.contestqueen.com

Hits for April 2011: 320,092

Unique visits for April 2011: 12,589

Google Page Rank: 4/10

Alexa Rank: 1,222,401

Compete Rank: 4,544,199

NOTE: All reviews and giveaways posted on the Contest Queen and Lucky Yogini blogs are FTC complaint.

Statistics for **From The Contest Queen** (blog)

"A blog about all things sweepstakeing, contesting, lucky and fun."

URL: www.fromthe.contestqueen.com

Blog Subscribers: 1378

RSS Feed hits for September 2010: 10,978

NOTE: The Google Page Rank, Alexa Rank and the Compete Rank are the same as the ContestQueen.com website as the blog is hosted on the ContestQueen.com website.

7290268 Canada Inc.

1984 Valewood Court * Oshawa ON * L1G 7X9

416.356.1116 * info@contestqueen.com

www.contestqueen.com



Statistics for **The Lucky Yogini** (blog)

(The Lucky Yogini is the bendy twisty, hippy dippy, new age alter ego of the Contest Queen.)

"Sharing Love, Luck and asana adventures."

URL: www.luckyyogini.com

Blog Subscribers: 59

Hits for 2011: 943

Google Page Rank: 0/10

Alexa Rank: 8,889,398

Statistics for **Twitter**

URL: <http://twitter.com/ContestQueen>

Followers: 2,559

Tweets: 12,554

Klout: 48

Statistics for **Twitter**

URL: http://twitter.com/lucky_yogini

Followers: 818

Tweets: 1,257

Klout: 40

Statistics for **Facebook**

URL: www.facebook.com/contestcarolyn

Friends: 433

Statistics for **LinkedIn**

URL: <http://ca.linkedin.com/in/carolynwilman>

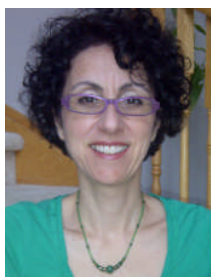
Connected to: 459

Statistics for **You Can't Win If You Don't Enter**

American Edition, published 2008, rank on Amazon: 600,843

Canadian Edition, published 2006, rank on Amazon: 2,369,634

PROFILE



Carolyn Wilman founded Imagination Edge Inc. in 1994 as a small-business marketing consulting firm. She created *On-Demand* and *Relief Marketing* services allowing small companies to obtain the experience and personalized services of a professional marketer without the financial commitment of a marketing department or adding additional full-time staff.

In 2004, after spending two years managing the backend of the business as well as being a stay-at-home mom, Carolyn took the love of her contesting hobby and combined it with her extensive marketing background. The result was the first Internet-focused contest resource book in Canada called **You Can't Win If You Don't Enter**, released in 2006. In conjunction with the book she launched the first contest resource website, www.contestqueen.com with links to contesting sites, groups and forums, contest management companies, contesting software and more. The American Edition of **You Can't Win If You Don't Enter** was released in 2008.

In keeping with her objective of teaching others how to have fun, **From the Contest Queen**

www.fromthe.contestqueen.com is a blog about *all things contesting, sweepstaking, lucky & fun* along with her tips, trick, news and rants on the hobby. Additionally Carolyn runs seminars and webinars: **How to Win Cash, Cars, Trips and More!** and **Attracting Luck** for hundreds of people annually.

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From 2005 until 2011 Carolyn produced **The Winning EDGE** <http://www.contestqueen.com/resources/thewinningedge.html>, a free e-newsletter that included contesting stories, tips, tricks and links to new contests. From 2008 until 2010 Carolyn hosted an online radio show, **With The Contest Queen** www.blogtalkradio.com/contestqueen, interviewing the movers and shakers in the promotional industry and sweepstaking community. (NOTE: Archives for both the newsletter and radio show can be found online.)

After being a featured speaker at numerous promotional events and U.S. sweepstaking conventions she formed Canada's first contesting clubs. Once several clubs had been firmly established, Carolyn co-founded the **Canadian Contestors Association** which ran the **Canadian Contestors Convention** in 2007. Carolyn, her volunteer team, and the convention were filmed by the CBC for a Doc Zone documentary and written about in Reader's Digest, both released in 2008.

Carolyn has a unique perspective having "sat at both sides of the table", as both marketer and entrant, she is able to help her clients understand promotions from their customer's perspective and avoid the types of mistakes currently occurring in contests over and over again. She created *Contest Auditing*, *Contest Pre-testing* and *Contest Education and Strategies* services allowing companies to ensure a contest is designed to meet their objectives, and the promotion is operating properly, within government regulations, before public release.

Her efforts as a marketing expert landed her on the cover of Marketing Magazine in 2006 and was named by MORE Magazine as one of Canada's Top 40 Women over 40 in 2007.

Carolyn was nominated in 2006, 2008 and 2009 for the RBC Canadian Woman Entrepreneur of the Year, and in 2006 for Entrepreneur of the Year with the Whitby Chamber of Commerce. *You Can't Win If You Don't Enter* was selected as the Runner-Up in the Non-Fiction Category at the 2006 DIY Book Festival and Runner-Up in the How-To Category at the 2008 DIY Book Festival. In 2008 she also received her Competent Communicator and Competent Leader designations from Toastmasters International.

In 2010, Carolyn launched a new website, **Lucky Yogini** www.luckyyogini.com blogging about luck, love and asana adventures following a new path (combining yoga and marketing) on her way to becoming a Kripalu Certified Yoga Teacher.

MEDIA

To date Carolyn has been written about in: The Wall Street Journal, Reader's Digest, The Toronto Star, The National Post, The Toronto Sun, Metro, 24hrs, The Calgary Herald, The Ottawa Citizen, The Nashua Telegraph, MoneySense Magazine, Common Cents Magazine, Women's Health & Fitness Magazine, The Oshawa Express, This Week, MORE Magazine and on the cover of Marketing Magazine.

<http://contestqueen.com/company/inthenews.html>

She has also been on: Good Morning America, ABC 27 News, Canada AM (3x), Breakfast Television in 5 cities (Ottawa 2x, Toronto 2x, Calgary 1x, Vancouver 1x), Good Morning Canada, City TV News, CP24, CTV National News Net, The National, Durham Daytime, Canoe Live, The Gill Deacon Show, The Mom Show, More 2 Life, and featured in the documentary *Winning for a Living* aired on CBC's The Doc Zone.

<http://www.contestqueen.com/media/index.html>

SHIPPING

Please ship all products for prompt review and/or giveaway to:

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