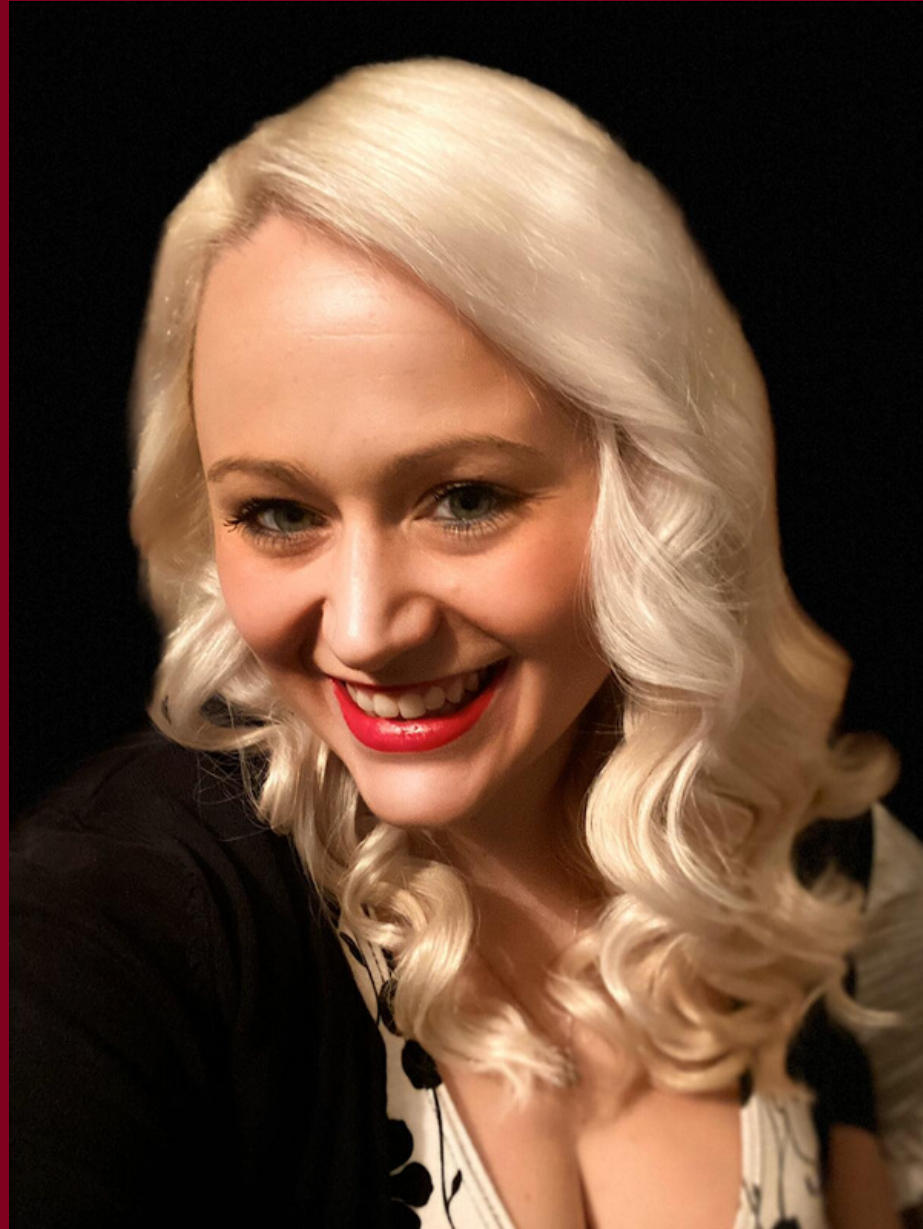




A Winner's Guide to Entering Business Awards

Choice Words By Chantelle

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Hey - I'm Chantelle!

I'm a Copywriter, Award Entry Expert and small business champion. I help businesses struggling to find their brand voice to communicate exactly what they do and how well they do it, so that they can make more sales, win industry accolades and feel great about themselves in the process!

With over 7 years combined experience in copywriting, marketing and sales, I always bring my personal brand of energy, commercial acumen and linguistic savvy to the table for my clients.

I love working with awesome business owners who are passionate, authentic and inclusive. Business owners who want to create a fantastic life for themselves, make mad cash, and ALSO serve others.

Business owners just like you.

I created this guide to help small businesses navigate their first steps into the world of business awards. I hope it's helpful!

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- Epictetus

1. Do Your Research

When selecting which business awards to enter, you will want to consider a number of factors, including:

- What are your strengths as a business?
- What are your business goals for the future?
- What opportunities will winning this award unlock for you?
- Is the organisation behind this award credible in your industry?
- What have previous winners of this award gone on to achieve?
- Are there any costs involved in this award process or application?
- If successful, are there any time commitments you'll struggle with?
- What travel may be required as part of the selection process?
- How many stages are involved and what is the timeline?
- Are the values being recognised aligned with your own?



"Great people do things before they're ready. They do things before they know they can do it."

- Amy Poehler

2. Hedge Your Bets

As my great-grandma used to say: "If you're not in it, you can't win it!"



When it comes to entering awards, I'd always recommend entering at least three. Winning business awards relies on the subjective opinion of judges selected to make the decision.

So, whilst one judge might think you're the best thing since sliced bread, another may have a bias against the industry, product or service you sell. Or they may simply think a competitor has the edge. None of it's personal, but it does mean that it's sensible to hedge your bets and not pin all of your hopes on one accolade or award.

And the good news is, most awards are annual, so even if you don't win one year, there's nothing to prevent you trying again!

"You can't be that kid standing at the top of the waterslide, overthinking it. You have to go down the chute."

- Tina Fey

3. Write a KILLER Application - Part 1



Writing your application is the most intimidating part of the process for many, especially if writing isn't really your bag. But there's a few important tips to remember that will help maximise your chances of getting through the first stage of your application:

- Have a great reason **why** you entered this particular award - what would winning mean to you and your business and what strengths make you the perfect candidate?
- Inject your **personality**: Don't be afraid to be yourself, and express what makes you, **you**. The judges will see a lot of entrants who give generic answers, so try to focus on what makes you interesting and memorable. What does your brand stand for?
- Provide **tangible** results - use specific examples and case studies in your applications and back up your claims with evidence, wherever possible. The judges don't want fluffy ideas, they want to see that you run a business that does what it says. Talk is cheap.

***"Try not to become a man of success. Rather become a man of value."
- Albert Einstein***

3. Write a KILLER Application - Part 2



- Demonstrate that you truly understand what market you're targeting with your service and that you know your ideal client inside out:
 - Who do you serve?
 - Where are they based?
 - What age/gender are they, if it's relevant?
 - What are the challenges they face?
 - What solution does your product or service offer them?
- Be clear on your USP (unique selling point):
 - What makes your business **different** from your competitors?
 - What do you bring to the industry that is new and exciting?
 - Why do customers choose to work with you ?
(Top Tip: If you're not sure, ask them!)

***"Jump off the cliff and build your wings on the way down."
- Ray Bradbury***

4. What Comes Next?

So, you've submitted your application, and now you have to wait and see if you're through the first round. This can be a nerve-wracking time, but try and keep your cool. After all, it's only an award: You ***already know*** you're awesome!

If you do make it through the first stage, there are likely to be several subsequent stages before the winner is announced, which vary depending on the award and the industry.

You should be prepared for the following possible next steps:

- Business Visit - Judges may or may not let you know they are coming!
- Further Written Question Rounds - Some awards may want further information.
- Judging Panel - More rigorous questions about your business, values and ethos.
- Presentation - You may be asked to prepare a pitch on why you should win.
- Financial Information - Depending on the industry and category, this may be required.
- Social Proof or Voting - Some awards ask entrants to secure support from their community.



“There is only one way to happiness and that is to cease worrying about things which are beyond the power of our will.”
- Epictetus



If you've found this guide helpful and would like more information on award entries or working together, you can book your FREE 30-minute Discovery Call with Chantelle via the link below:

[BOOK YOUR FREE CALL NOW](#)

**You can also keep in touch via:
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