

TIPS FOR WRITING A WINNING ENTRY

Enter the right Category.

Pick the right award to enter – pick the category/categories that fit your company profile. It may seem rather obvious, but it really will help and make you more comfortable writing your entry.

Be Prepared

Reading the guidelines may take time but please do that before you start your entry. Check any terms and criteria and answer every question in full without deviating. Basically, just think about what you are being asked and give a clear concise answer but don't forget the passion you have for your business – that shines through in an entry and helps the judges appreciate your business skills and talents.

What to write

Create your story by telling the judges what your business has achieved, its strengths and the route it has taken to success, so you get them with you from the start. You want to make their job easy, but you need to connect emotionally with them.

Writing your Entry

Don't write pages and pages but just saying **I deserve to win**, or **I'm the best in town** won't impress the judges. That goes for nominations as well they need to have reasons why the business deserves to win.

You need to engage the judges with your entry – make it stand out without going into so many details that they get bored and switch off. A summary of actions that have helped your business grow and develop with a list of achievements will set the scene but make sure that you substantiate these. For example, don't just say **We achieved fantastic results by diverting to online sales** say **Sales went up by 80% in 3 months through our online site.**

Take another look!

When you've written your entry take a day or so to submit it. Taking a breather, you'll be surprised at what you have forgotten to say or could say better. Get a colleague or friend to look and proofread it for that polished, stand-out entry checking for typos and spelling mistakes.

Nominations

Pull in all the favours you can and get your clients and customers to nominate you as well. Judges will take the number of supporters into account – it's a sign that your business is popular, and that people are happy to recommend it.

Summary

- Read and understand the awards entry guidelines.
- Get the judges attention.
- Attract their interest.
- Make them enjoy reading your entry.

Follow these tips and hopefully your entry will make our judges want to score you highly and you will walk off with an award.

Good Luck