

Entering Awards Checklist

Congratulations! You've decided to enter yourself for a business award. This is very exciting but also can be quite daunting and overwhelming with everything you need to think about doing. So we have put together a checklist for you to work through to make it easier.

- What is your story?**
What is your background, family life, etc. What makes you stand out, what makes you different to the other entrants.
- What is your Unique Selling Point?**
What makes you stand out from your competitors. Why are your products/services unique.
- Mission, Vision and Values**
In just a few sentences, say what the mission, vision and values of your business are. The ethos that you want the whole company to work by.
- Check the Criteria**
Always check the specific criteria for the award and follow it properly.
- Sustainable Business**
What is the demand for your products/services within your market/industry. Are they sustainable in the long term.
- Evidence**
For some awards, you will need to provide evidence to support your submission and prove what you are saying. They may require stats, figures, press coverage, etc.
- Financials**
If your financials are required, they must be clear and up to date to show the exact position the business is in. Most will ask for turnover and profit for the last 2-3 years.
- What do your customers say?**
Provide evidence of your clients reviews and recommendations. If you don't have any, contact previous clients and ask them to leave you one on facebook or other platform.
- Community**
How you help your local community. Are you a volunteer. How do you give back and why is it important to you.
- Charity Work**
Do you do any kind of charity work, volunteering, fundraising. Are you a regular blood donor.

Feel a little overwhelmed?

There's no need to be, just take one point at a time and work through making regular progress. If you feel like you need some advice or support drop us an email or give us a call.

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