



Secrets to Writing a Winning Business Awards Entry

Capturing and Keeping the Judges' Attention

In the competitive world of business awards, standing out from the crowd is crucial. Here are the top secrets to crafting a winning entry that will captivate the judges from start to finish.

Stage 1: The Online Questionnaire



1. Tell a Compelling Story

Your entry should narrate a captivating story about your business journey. Begin with a hook that immediately grabs attention, then weave your achievements, challenges, and innovations throughout your responses.



2. Be Concise and Punchy

With word limits for each question, make every word count. Use clear, impactful language and avoid unnecessary jargon or fluff.



3. Provide Context

Assume the judges know nothing about your business. Offer enough background information to help them understand your industry, challenges, and achievements.



4. Quantify Your Success

Use specific metrics and data to demonstrate your achievements. For example, "Increased sales by 30% in the past year" is more impactful than general statements.



5. Address All Criteria

Carefully read and respond to each question, ensuring you meet all the criteria. This seems obvious but is a common pitfall.



6. Highlight Your Unique Selling Points

Clearly articulate what sets your business apart from competitors. Focus on your innovations, exceptional service, or unique approaches.



7. Showcase Problem-Solving Skills

Describe a significant challenge your business faced and how you innovatively solved it. This demonstrates resilience and strategic thinking.



8. Include Client Testimonials

Where relevant, incorporate brief quotes from satisfied clients to add credibility to your claims.



9. Focus on Recent Achievements

While your business history is important, emphasize recent successes and growth to show current momentum.



10. Proofread Meticulously

Ensure your entry is free from grammatical errors and typos. A polished submission reflects professionalism.

SUBMIT

