

How to win business awards?

Sam Willoughby is a multi-award winner herself as is her business [What's On 4](#). Add to this the fact that What's On 4 has run two award programmes for 5 years then we think Sam is in a great position to give you the best advice on winning your first business award.

Why you should enter business awards	Why companies run business awards
Increase your revenue <ul style="list-style-type: none">• PR• Integrity and endorsement• Expert Status Prizes Experience	Increase their revenue <ul style="list-style-type: none">• Product Sales• Sponsorship• PR• Integrity• Expert Status Genuine passion

Straightaway you can see a big overlap in why you should want to win business awards and why the company running the awards programme does it. Worth bearing in mind that you have the same objectives.

Why might you not want to win business awards?

I might not win....
I can't control it ...
I'm not good enough...
It's a lot of effort ...
I'm scared of receiving the award in front of all those people...
I don't know what to do with it if I win

...but you might win
...with most PR you have no control
...of course you are good enough
...isn't everything effort
...you might enjoy you moment in the spotlight
...organisers will help with your PR

How to enter business awards

1. Treat it like any other PR campaign

- Research it
 - Find the right awards programme (Google is your friend here, but ask your network too)
 - There are hundreds of awards schemes for every industry and business stage
 - Does it fit with your brand values and business goals?
- Plan it
 - Set objectives
 - Schedule the work
 - Monitor progress
 - Debrief afterwards

2. Create that winning application

- Study the detail of the award programme very carefully
 - Previous winners
 - Judges
 - Eligibility
 - T&Cs
 - Timeline
- Study the application even closer
 - Deadlines
 - Number of words
 - Supporting info
 - How to submit
 - Save a copy

“Above all this is not the time to be shy and modest about your achievements.”

3. What happens if you get to the next stage?

- Thank the organisers with enthusiasm
- Tell your team
- Use it – in fact do everything that you would do if you'd won
 - Ask for help with the PR from the organisers if they don't offer it (remember they are doing this for PR too!
 - Write a press release and send to your local media
 - Update your website, marketing material, use social media (twitter, facebook, linkedin etc) to tell your network, include on your newsletter and email signature
 - Mention in conversation
- Be clear about what is required from you next, this could be:
 - More information
 - An interview with the judges
 - Attending an awards event

4. The awards ceremony

- Go, and if you really can't send a representative. Some awards programmes state you must attend the ceremony.
- Read any instructions carefully
- Prep a short speech
- Take your friends, family and team
- Don't drink too much
- Enjoy it

5. You're the winner!

You are now an award winning business!

- Thank the organisers in person and by email
- Use it – see 3!

6. You didn't win...

...this time! There will be many other awards

- But you are a finalist and there is very little that separates finalists.
- Congratulate the winners on the night if you can and by email
- Thank the organisers
 - But do not pester them
 - Tempting, as it may be to criticise them or the awards to make you feel better, don't. You will just look like a sore loser. Smile sweetly, thank them and plan your next awards application.
 - Remember that most awards programmes state that 'no correspondence will be entered into'
- Use it – see 3! You were the top x of x in the UK weren't you!!

And Good Luck!

About Sam Willoughby

"...a challenging, insightful Mentor..."

"...a shining role model for others starting out..."

"Always ready to support and advise others and provide networking opportunities any way she can, Sam helps fellow womenpreneurs at all stages of their business development."



I am **Sam Willoughby**, the multi-award winning business owner of What's On 4 Ltd (<http://www.whatson4.com>), with 1 million visitors a year to my online directories.

I have taken a kitchen table start up to international franchise in 4 years. I contribute regularly to books to help women in business, articles in the national press and I also speak at events to support woman in business. My business awards include Practical Parenting magazine's Business Parent of the Year, HWWBA Womanpreneur of the Year and Inspire07 E-Business of the Year.

I will advise, challenge and support you so you achieve **accelerated business growth, personal satisfaction and increased income.**

I can only mentor a small number of woman so please don't delay, invest in yourself and make today the day you really believe that your business is your family's future.

Visit <http://www.themumpreneurguide.co.uk/mentorme.php> for all the details and information you need or contact me directly at sam@whatson4.com or **07931 935 155**

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