

In it to win it – 10 top tips on how

1. Winning an award is impressive

If you're completely new to entering an award the judges are looking for great businesses. A business that says it is the best is more impressive by winning an award. Behind every award is a person who took the time to write an entry.

2. Plan ahead

Identify the awards you have a chance of winning based on your strengths – be honest at what you are good at and how you can demonstrate this to the judges. The more categories you enter the greater chance you have of winning.

3. Start early

Give yourself plenty of time to prepare your entry. Find out the entry deadline and make a start gathering the info you need for your categories. It is always better to beat the deadline.

4. Invest in it

Producing a winning entry will take time. But will be worth it. Be confident when writing your application to impress the judges your entry must stand out.

5. Keep it simple

Focus on what the judges are actually asking for. Keep it simple, avoid jargon write well and in plain English. Make sure your entry clear and easy to understand.



6. Believe you are the best

You must show the judges that you are the best that entered that category in order to win. Can you demonstrate that your product/service has a market and that there is demand from that market and your business is sustainable?

7. Prove it

Demonstrate how you have achieved clear benefits to the business, its employees, your customers. Have you got proof that you offer great service, value for money, being innovative?

8. Keep checking

Check your entry thoroughly before submitting. Sloppy spelling, grammar and typos may give the judges the impression that you have not put enough effort into your application.

9. Get feedback

Ask a colleague to review your application and give feedback. It's hard to be objective when writing an award entry.

10. Learn from the experience

If you don't win at the first attempt, learn from the process and try again next year.



Why not enter the Business Awards Kent?

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