



>> ITeC <<
Small Business Services

2010 IWIB Illawarra Businesswomen's Awards

Boost Your Chances of Winning a Business Award!

Winning a business award is not only a great morale-booster for your business it can have tangible benefits that will affect your business – the publicity – in local media, among customers and the community – that comes from being a winner - it's priceless, and it's all free!

So, if you consider that your Business has award-winning potential and decide to submit an entry, how can you maximise your chances of success?

When it comes to entry forms, **quality** wins over **quantity** – follow these simple guidelines and give yourself the best chance of impressing the judges.

Top Tips

- Always read the application form and rules carefully. Note what the judges are looking for and answer each question carefully.
- Allow enough time to fill out the application form – a hastily completed application form can result in a poor entry that could jeopardise your chances of winning.
- Incorporate any background information that will help demonstrate your success and place it in context – the judges will not necessarily be familiar with your business.
- Include facts and plus examples if relevant – these will carry more weight than pages of unsubstantiated claims.
- Avoid excessive use of technical jargon which the judges might not be familiar with.
- Include customer testimonials. Do not include website links as judges are likely to read your entry in hard copy format only.
- Make sure that your entry is thoroughly proof-read and spell checked. Mistakes in spelling and grammar can make a negative impression.
- Ask someone unconnected with your business to read through your entry – this is a good way to ensure that it will make sense to the judging panel.
- Remember that a clean, professional entry with double spaced typing and an easy to read font is a must. A touch of originality might help to make your entry memorable but it is not a substitute for hard facts. **You're being judges on your business success not your creative flair.**

Don't miss the deadline for entry closure – 5pm, Tuesday 2nd March 2010

We look forward to receiving your entries!

