

WINNING STARTS WITH THE RIGHT WRITER:

UNLOCKING BUSINESS AWARD SUCCESS



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WHAT MAKES A GOOD BUSINESS AWARD WRITER?

A great business award writer can be the difference between a ho-hum entry and a winning one.

For a successful award entry, it's not enough to simply be deserving – your entry needs to weave a narrative that sings your praises, provides concrete evidence, and fits neatly within set guidelines and word counts. When you hire a professional award writer, it's not just what they do – it's how they do it that sets them apart.





YOU CAN EXPECT THEM TO:



WRITE A COMPELLING SUBMISSION:

Your award writer will craft responses to the questions posed in the award entry. This can range from a concise couple of hundred words to upwards of 10,000 words.



DRAW OUT RELEVANT INFORMATION:

It's not just about using the right words but asking the right questions. A business award writer tailors their approach to the unique criteria of each award, focusing on the specific information that the judges are looking for.



MAKE YOUR PERSONALITY SHINE:

Award writers use the power of language to ensure you are conveyed authentically. Your personality is one of the many elements which make you and your business unique.



BE CONCISE:

Award writers are skilled at breaking down complex concepts, ensuring only the relevant details are included to meet the word limit.





SAVE YOU TIME:

Busy professionals will often shy away from an award entry because of lack of time. Award writers are time savers, taking care of the process so you can continue to focus on what you do best.



PLAY BY THE RULES:

Compliance is key. Every award has its set of entry guidelines and overlooking even one can spell doom for your application. This includes word counts. Adhering to them without diluting content is a fine art – and business award writers are the maestros of this delicate balance.



AI MIGHT SEEM LIKE A SHORTCUT:

While AI tools can assist with research and drafting, many business awards prohibit AI-generated entries, and screen for them using detection software. Don't risk disqualification. Best to rely on a professional – human – writer.



UNLOCK HIDDEN BENEFITS:

An often-overlooked benefit of the award application process is the introspection it offers. As a busy professional, it can be rare to find time to take a deep dive into your business's achievements and challenges. Award writers do. Their expertise will not only amplify your current achievements but might also ignite the spark for future innovations.

HOW TO GET THE MOST FROM YOUR AWARD ENTRY WRITER

Naturally, when you've invested in an award writer, you're going to want to get the most value from them. This is how to make sure that every minute and word, counts:



1 PREPARATION IS KEY

Before diving into the interview, familiarise yourself with the award questions. Though you don't need to pen any answers, having an idea of what you'd like to include in the submission will make the discussion more productive and greatly improve the quality of your content.

This is especially so when case studies or specific examples are required. Skimming back over your calendar or seeking input from colleagues can jog your memory and help you provide the best examples and detail. The deeper your recollection, the richer the content for your submission.

2 EMBRACE YOUR ACHIEVEMENTS

Self-promotion might feel unnatural for you, but now's not the time to be modest. Speak up about your accomplishments – your award writer won't think you're big-noting yourself. Allow yourself to shine!



3 AUTHENTICITY ABOVE ALL

Award judges can spot embellishments, and they know that every success story comes with challenges. Be upfront about both your victories and the obstacles you've overcome. The way you navigate these challenges often speaks volumes about your capabilities.

4 GIVE THEM – AND YOURSELF – ENOUGH TIME

While having an award writer on your side will reduce the amount of time you need to put into the submission, you still need to participate. Allocate sufficient time for interviews, gathering evidence, and reviewing drafts. Creating a stellar entry may involve multiple phases and ensuring you don't rush through them can make a difference in the final output. It's time well invested!

5 EVIDENCE IS KING

Backing up your claims with tangible evidence adds credibility and without it, your submission may lack conviction. Whether it's performance metrics, client testimonials, or case studies, this data paints a more holistic picture of your achievements. It's easy to lose track of every bit of positive feedback or great review, so it can be useful to create a folder where your team can stash these details throughout the year.

6 DON'T OVERLOOK SUPPORTING MATERIALS

Many award programs require supporting materials, and while some might be labelled as 'optional,' we always advise our clients to treat them as mandatory. That extra video or document could be the distinguishing factor that sets your entry apart.

SUCCESS!

Let's talk numbers, a whopping **98%**
of the award entries we write are shortlisted.

Of these, **85%** clinch the win. This win rate is the result
of experience, with our writers putting their magic touch
to over 150 award entries each year.



**Thinking of diving into the awards circuit?
Are you ready for your success story to be told?
Get in touch with us today!**

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